

TOHO WATER AUTHORITY TOHO 101

NEAA26 PUBLIC INFORMATION & EDUCATION: EDUCATIONAL PROGRAM



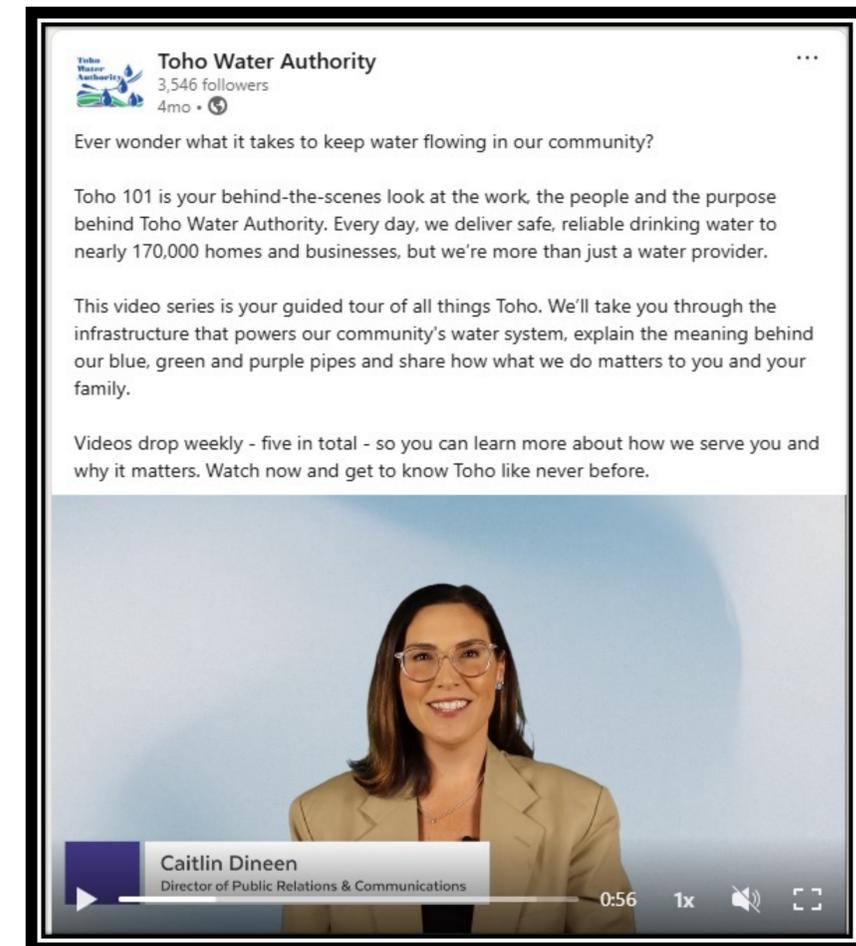
**National Environmental
Achievement**
AWARDS

What is Toho 101?

Five-part, education-first storytelling video series about our water and wastewater systems, and why Toho's success matters to our customers

Why Toho executed this project

- **Clarity creates confidence:** Understanding builds support for smart investment
- **Humanizing our industry:** Leader-led storytelling builds trust
- **Trust before the moment matters most:** Education builds credibility before crisis moments



Built by a team that believes in transparency

Sam Sitero · Design, filming & video production

Caitlin Dineen · On-screen storytelling & script development

Jeremy Lanier · Social media management & scripting

Adam Holbrook (*intern extraordinaire*) · B-roll & video support



**WATER. LIFE.
COMMUNITY.**

Toho 101: A Clearer Look at Where Our Water Comes From

Most people turn on the tap without thinking about what it takes to bring water into their homes or businesses. Making sure that water is safe, reliable, and always available is an around-the-clock job. To help customers better understand what goes into that work, Toho Water Authority (Kissimmee, Florida) recently launched an educational video series called *Toho 101*.

The idea behind *Toho 101* started with a simple question: how can someone explain water in a way that makes sense to everyone? Water systems are complex. They involve aquifers, treatment plants, miles of pipelines, and crews who keep it all running smoothly. Instead of leaving those details in technical reports, Toho decided to use short, visual videos that tell the story step by step.

The series begins underground with the Floridan Aquifer, the natural source of most of Central Florida's drinking water. From there, episodes follow water through treatment plants, storage tanks, pumping stations, and finally into homes and businesses. Each video explains one part of the process, using plain language and simple visuals so viewers can see how it all connects.

Toho's Public Relations team worked closely with staff across the organization to make the project possible. Engineers, field crews, and plant operators are highlighted throughout the series and supporting filming on location so the videos would be both accurate and authentic.

New episodes were shared weekly on social media platforms like Facebook, LinkedIn and Instagram. In the end, *Toho 101* was about more than pipes and pumps. It's about helping people see the value of water and the effort it takes to deliver it every day. By opening up its process in an approachable way, Toho strengthened trust and made water everyone's story.