



For Immediate Release
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The Hoffman Agency to produce awareness campaign for National Small Flows Clearinghouse

Jacksonville, Fla. – Jeff Hoffman, President of The Hoffman Agency, a full-service marketing and communications firm based in Jacksonville, Fla., has announced West Virginia University Research Corporation Department of National Small Flows Clearinghouse (NSFC) has retained the agency to produce a series of public service announcements (PSAs) about residential water quality and septic tank maintenance. The PSAs will be distributed to television stations in smaller markets nationwide. Hoffman also provides creative consulting for the University's National Environmental Services Center (NESC), which helps America's small communities, community leaders and individuals solve their wastewater problems to protect public health and the environment.

The Hoffman Agency will provide NSFC with creative concepts and production of :30 second TV spots using tongue and cheek humor while explaining the pitfalls of poor septic tank maintenance. "PSAs will be produced to ultimately help our client share current information with smaller market consumers about issues relevant to septic tank practices, maintenance and water quality conditions," Hoffman said.

The campaign will also help viewers learn about the non-profit as a resource for community and professional technical assistance, training sessions, and educational products through its web site, publications, and onsite demonstration projects. The NSFC is also involved in national security by developing water infrastructure security practices in cooperation with government officials, citizens, water treatment professionals, regulatory officials, assistance organizations, and engineers.

"We are pleased to have NSFC join us as a new client in the water use and management field. Our ongoing work in the industry includes developing water quality and social marketing programs for water use and management districts and affiliated industries throughout the nation," said Hoffman.

NSFC and NESC are based in Morgantown, W. Va., and serve as nationally-recognized authorities in drinking water, wastewater, environmental training, solid waste, infrastructure security, and utility management. The organizations help America's small communities meet their wastewater needs and provide information to communities serving fewer than 10,000 individuals.

For more information, contact Jeff Hoffman at The Hoffman Agency, 1056 Hendricks Ave., Jacksonville, FL 32207, jhoffman@thehoffmanagency.com or call 904.398.9663.

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The Hoffman Agency is a full service marketing and communications firm with clients located throughout the U.S. The agency offers strategic planning and branding, social marketing, advertising, public relations, media planning, direct marketing, web development services and sales promotion. Visit the agency's websites at www.thehoffmanagency.com and www.hoffmandirect.com.

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