



Stream Monitoring Media Guidelines

The key to media coverage for stream monitoring events is to include details about why what you're doing is important (what we affectionately call the "So what?!" factor). It's about safe drinking water, healthy fish and wildlife, and safe outdoor recreation.

- **Media Alert:** Send a media alert out at least 14 days before the stream monitoring event to invite local media to attend. Send another 1 day before the event as a reminder.
- **Press Release:** Send a press release after the event (preferably the same day or the morning after) with photos and specific details on what you found – and how that compares with previous monitoring events – for post-event coverage.

Include just a few photos as an attachment to the press release (or photos from a previous event with the media alert), provide a link to a DropBox folder where you have additional photos available, or let reporters know whom to contact for photos. *NOTE: Ensure you have all attendees sign a photo release waiver, which can be included within a general liability waiver that all participants must sign.*

Bringing In Volunteers

It's important to emphasize that people can help with stream monitoring even if they can't physically walk to or wade into the stream. Other jobs are critical to a successful stream monitoring program, including promotion and publicity, coordinating volunteers, and uploading stream monitoring data to the Save Our Streams website after the event. In addition, a volunteer may not be able to spend several hours doing biological monitoring but may be able to take 30 minutes to check the stream's physical attributes.

Get the word out to volunteers by:

- **Posting the event on local event calendars**, in print and online, with a link to the chapter website or Facebook page for more information.
- **Creating an event sign-up on Eventbrite** (www.eventbrite.com) – it's free to use for fee-free events, and people can find chapter stream monitoring events when they are searching for other nearby activities. Asking volunteers to sign up also provides chapter leaders with a head count for the event and a way to contact volunteers with reminders and updates.
- **Posting promotions on the chapter's website and social media channels** (Facebook, Instagram, Twitter) and encouraging chapter members to share these posts on their personal social media feeds. Sample graphics are provided here. Create graphics with chapter photos using free tools on Canva (www.canva.com). See the "Creating Graphics" PDF for how-to instructions.

Sample Content

Use the sample graphics provided by the national office or new images with these sample posts.

Facebook

Healthy streams are vital to the health of our community. The critical question is: do you have the information you need about water quality? Join us on **DATE** to find out! #IWLA #SaveOurStreams *[include a link to your web page or Eventbrite signup page]*

Twitter (reminder that the total character count needs to be 140 or less)

What's in YOUR water? Find out through stream monitoring with **@[your Twitter handle]** #IWLA #SaveOurStreams *[include a link to your web page or Eventbrite signup page]*

Web page

XX stream is vital to the health of **CITY/TOWN**, flowing through our parks and neighborhoods **and contributing to local drinking water supplies [IF APPLICABLE]**. The critical question is: do local residents have the information they need about water quality in **XX stream**?

The **XX Chapter** of the Izaak Walton League is working to provide that information. Through a volunteer program called Save Our Streams (SOS), chapter members and other volunteers will test the water in **XX stream** – and let the community know the results.

Please join us!

[List details here on date, location, and types of volunteer jobs]

The greatest threat to water quality today is polluted runoff from farm fields, parking lots, industrial sites, and yards across America. That runoff – much less visible than discharges from a factory pipe – flows unchecked and untreated into our streams and rivers. It carries animal waste, bacteria, cancer-causing chemicals, and countless other pollutants through our communities.

As sources of water pollution become more dispersed, the public has limited information about water quality in most local streams. According to the U.S. Environmental Protection Agency (EPA), 80 percent of streams nationwide are not assessed for pollution. And that's only half the problem. Of the fraction of streams that are monitored, EPA reports that more than half do not meet basic safety standards for fishing, swimming, or as sources of drinking water.

We believe every American deserves clean water. Visit the **XX Chapter** website at **[URL here]** for more information about stream monitoring and other local conservation efforts. And visit iwla.org/sos for information about the Save Our Streams program.