

Publicity

Working with the media:

1. Establish a good relationship with the people who cover environmental news. Learn what kinds of information or angles they are seeking and provide that for them whenever possible.
2. When people respond to an article, let the reporters know what a good job they are doing, how the community is paying attention to what they write, and how good it is for the river that they covered the story.
3. It is very worthwhile to have the Program discussed in the same paper frequently, in order to have it become familiar to people. Use the rule of three: Send a notice before an event, a press release about the study immediately after its completion, and a follow-up article stating how successful the event was.

Press Releases:

Ask each of your press sources when they need to receive your information. Three and four weeks ahead are common, but not the best for every situation.

Follow up with any press person with whom you are unfamiliar. You may find out, once you develop a relationship, that your reporter doesn't want you to call every time you send a press release.

Write a release that could appear in the paper as is. Put all the important details in the first paragraph, just in case the rest is cut.

Other means:

Email brings more responses, much more rapidly, than letters to our participants. This year over 50 people signed up for an event 4 weeks ahead. Furthermore, the email announcements were sent by a few of our participants to other lists of people who might be interested, bringing several new people to us.

Posters: Make a poster about your event that people can copy and post in good locations, such as in a library, grocery store, at work. If you cannot make a poster, see if one of the volunteers will.

For public education about water issues: **Meetings** of Community Officials (Board or Planning Commission): You can draw a large audience to hear about the conditions of and threats to the river if you go to the community and talk when they have a meeting about a local issue that concerns people, such as a manufactured home park.