**Stream Clean-up Media Guidelines**

The key to media coverage of a stream clean-up is to include details about why this is important (what we affectionately call the “So what?!” factor). It’s about more than how your community looks – 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 clean-up 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 the clean-up 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**

These events are an easy “ask” in terms of volunteer involvement, particularly if the chapter is providing all the necessary materials. It’s also a great way to introduce people to the chapter and make that initial connection that can lead someone to volunteer for additional projects and, potentially, join the chapter.

It’s important to emphasize that people can help with the stream clean-up even if they can’t physically walk the stream to pick up trash. There are many other critical jobs that make a clean-up successful, including event promotion and publicity, registration and on-site coordination, shuttling volunteers to different sites on the stream, and cooking or serving food after the event.

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](http://www.eventbrite.com)) – it’s free to use for fee-free events, and people can find the chapter stream clean-up when they are searching nearby events. 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](http://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**

Trash in streams is more than just an eyesore – it can pollute our water supplies, damage fish and wildlife habitat, and spoil outdoor recreation. Join us on DATE to combat water pollution! #IWLA #CleanWaterChallenge #MyStreamMatters

*[include a link to your web page or Eventbrite signup page]*

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

Trash pollutes our water supplies. Put on your combat boots DATE to fight water pollution! @[your Twitter handle] #IWLA #CleanWaterChallenge

*[include a link to your web page or Eventbrite signup page]*

Trash in our streams is more than an eyesore. It’s a threat to your health! Fight water pollution DATE with @[your Twitter handle]. #IWLA #CleanWaterChallenge

*[include a link to your web page or Eventbrite signup page]*

**Web Page/Newsletter**

Trash in streams is more than just an eyesore – it can pollute our water supplies, damage fish and wildlife habitat, and spoil outdoor recreation. The XX Chapter of the Izaak Walton League is combatting water pollution with a clean-up of XX Stream and bringing our community together for clean water.

**Please join us!**

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

How can trash cause so much trouble for our community? As plastic breaks down, Bisphenol A (BPA) and other chemicals can leach into streams and rivers, which is where most Americans get their drinking water. Plastics and other litter can collect toxic chemicals and bacteria pollutants and distribute them throughout the waterway. Large trash items can cause stream erosion that further degrades water quality and can even contaminate the streambed.

Trash also has physical impacts on our community. Glass and metal can cut anglers, kids, and dogs playing in the stream. Trash in the water can lead to fish kills due to decreased oxygen levels. As trash begins to break up, fish and other animals can mistake it for food, causing intestinal blockages, toxicity, and eventually death.

We hope you’ll join us on DATE to help make clean water a reality for every person in our community.

[link or e-mail address to sign-up]