



Small Water Systems
A Guide to Working with the Media

Created by: Center for Water Resource Studies
Technical Assistance Center for Water Quality
Western Kentucky University
<http://water.wku.edu>

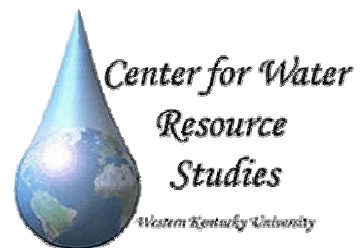


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HOW DO I USE THE MEDIA GUIDE?

The Media Guide was designed to make publicity tools available to small water systems as well as the knowledge of how to use them. By using these tools such as brochures, news releases, and newsletters, the public has an opportunity to learn more about your services and to become aware of water quality issues. Through other pieces such as business cards, letterhead, and merchandise, each system has the opportunity to create a cohesive appearance that is easily recognized in the community and makes published materials unique in the media.

Each tool was created in Microsoft Word so that small water system managers and workers can easily master the creation of a media piece. Each Word document is a template with text boxes and example graphics to give you a feel for the document design. However, all graphics can be replaced.

Each text box is pre-formatted with the designated font type and size. However, these are just templates that can be manipulated to suit each system. Feel free to change the font, as well as the colors or graphics, so the piece becomes tailored to your system. After completing a piece, simply save the changes with a file name as a Word document either to your computer or zip disk. The templates are saved on CD so that they remain intact as templates that cannot be altered, but used again and again for each media opportunity.

WHAT ISSUES NEED TO BE SHARED WITH THE MEDIA?

There are some basic questions to ask yourself before you create a news release, brochure or newsletter. An issue is newsworthy if it meets any of the following criteria:

1. **Relevance:** How does the issue relate to your audience? Is it relevant to their lives?
2. **Proximity:** Is this an issue that affects people in your area?
3. **Unusualness:** Is the information unique and interesting? The news is made with new and usual information.
4. **Impact:** How will this story impact the audience? Will it change their thinking? Influence their decisions? Encourage them to attend an event?
5. **Timeliness:** Is the issue current in addition to relevant and important? The information should be as timely as possible. Is it getting out new information or stating something that is already old news?

HOW DO I WORK WITH THE MEDIA?

The media is looking for the main details of a newsworthy event or issue that makes their job easier by being able to write a short story based on the news release. To get a message into the media, the news release is the most useful tool of the guide. A news release can be sent to TV or radio stations as well as newspapers to make them aware of an issue that needs coverage.

You can send the release via email, through the mail, or by fax. Anticipate an interview, either by phone or in person, for a follow-up if more information is needed. Sending news releases builds a relationship with the media whether they run your story or not. Be sure to send the news release in advance of any event so that the media has time to cover it (or work it into the paper). Also report information as soon as it happens so that it is current and relevant (refer to "What issues should be shared with the media?").

HOW DO I WRITE A NEWS RELEASE?

A news release should be written with the reporter in mind. They want all the key information such as who the story is about, where the issue is taking place, what is the issue, when it is occurring, why it is occurring, and how this issue came to be. Keep the information relevant and interesting to the public.

Keeping releases to two pages, double-spaced makes the story easier to read for reporters. Begin by stating the main point: particularly who/what it is about, what the issue is, and the relevance to the community. Quotes by key people (ex. System manager, affected citizen) can be included to help the reporter write the story or by giving them leads of people to interview. Be sure to bring technical terms to a non-technical level so that the public (and the reporter) will understand.

Including pictures is always an option if reporters are not able to come to an event and if you feel comfortable with sending pictures. However, if a reporter is truly interested in graphics, he or she will make a photographer available.

The header of the news release was created to give the vital information to reporters. Be sure to include the name of the system, a key contact person, as well as contact information.

The most important part of writing news releases is to proofread for any spelling or grammar mistakes. Proofreading should also include making sure all the key information is there, such as day and time (if it is an event) or the name of the district.

HOW DO I USE THE INDIVIDUAL PIECES?

1. **Logo.** The logo is a symbol that makes the water district visible in the community. It adds a professional look to all the pieces and can also be extended to other pieces or signage the district creates.
2. **Letterhead.** Letterheads are used to also provide an identifiable communication piece from the water district. Text can be typed in the center of the page in a way that is both well designed and useful.
3. **Envelopes.** An example envelope is shown in the guide. The example shows how envelopes can be formatted to create an additional professional piece for the District. Besides the included template, envelopes can be printed at a print shop, using the included logo and District name/address information.
4. **Business Card.** A business card template is included so that creating business cards are as simple as including the name and address of each worker. A slogan for the water district can be added, but is not necessary. Business cards can be given to reporters, various associations, and customers to provide contact information. Business card paper can be bought at any office supply store and even large department stores (ex. Wal-Mart) to be printed on an office computer (using the included Word template).
5. **Name Tags.** Nametags are useful in situations such as: meetings, fieldwork, and during tours of the plant. Nametags are both professional and easily identifiable to show you are a water treatment plant employee. Nametag paper can also be bought at any office supply or department store.
6. **News Release.** News Releases are important to get information to the media itself. It is an easy way to look professional with the template while giving them vital information for the story. Be sure to be thorough in your information, and give important (latest information at the beginning to peak their interest or to show newsworthiness).
7. **Brochure.** Brochures are valuable as a standard piece to give out to explain the services and basic information about the water system. This is usually information that is not expected to change (in the near future) and gives customers and the public an understanding of the work and service the plant provides to the community. Basic water information can be included to create awareness. Text boxes are provided so by typing the information into the sections, deleting the filler text when you're done. Brochures can be given out to school groups or visitors, handed out at meetings, or sent out to the community.
8. **Newsletter.** The newsletter is a template for getting new information out to the public. Newsletters can be sent out to customers to tell them basic water information, tell them about plant upgrades, or raise awareness about water quality issues. The newsletter usually should follow a schedule of quarterly or biannually, but can even be sent out

- annually. Once again, by filling in the text boxes, stories can be easily formatted and then printed for distribution. The included pictures can be used, or new pictures added to replace them by just going to "Insert" on the menu bar, then click on "Picture", then "From File" and insert the file into the newsletter.
9. **Merchandise.** Merchandise is another option to gain a professional look in the community as well as at the office. Water system managers and workers are professionals and uniform attire can add to the look of the workplace.
 10. **Web Site.** Web page templates are included that can be modified for your district. An address can be obtained to add a web presence for you water district.

Standard Logo

The water district logo is the central graphic element in the system's corporate identification system. It can be composed using elements (images) that reflect the area, geography, or commitment to water quality.

The mark is a contemporary identification that adapts well for water conservation in the 21st century. It is designed to use for a wide range of publication, identification, and advertising purposes. It is intended for both internal and external audiences.

The shapes contained within the mark should be produced as high resolution files for clear reproduction at large and small scales.

The mark may stand alone or as a variation. Each system should determine what variations are acceptable and unacceptable. These variations, as well as the standard logo should be made available on a CD for reproduction and storage.

The logo may not be reproduced in any other format other than those specified by the system.



2/17/2006

Water District Name

Address Line 1
Address Line 2
City, KY zip code

Phone: 555-555-5555
Fax: 555-555-5555
Email: address@yourdistrict.com
Website: www.yourdistrict.com



Envelopes

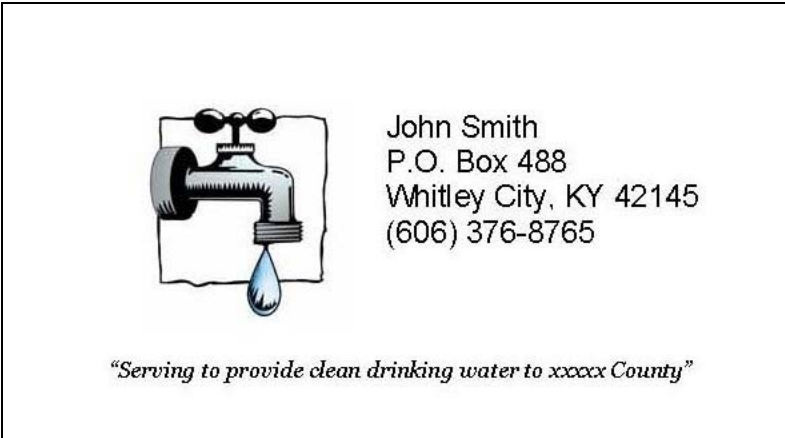
All envelopes should include the logo, the system's name and address. This image is applied in the upper left-hand corner of the envelope front and should be reproduced as shown in the example.



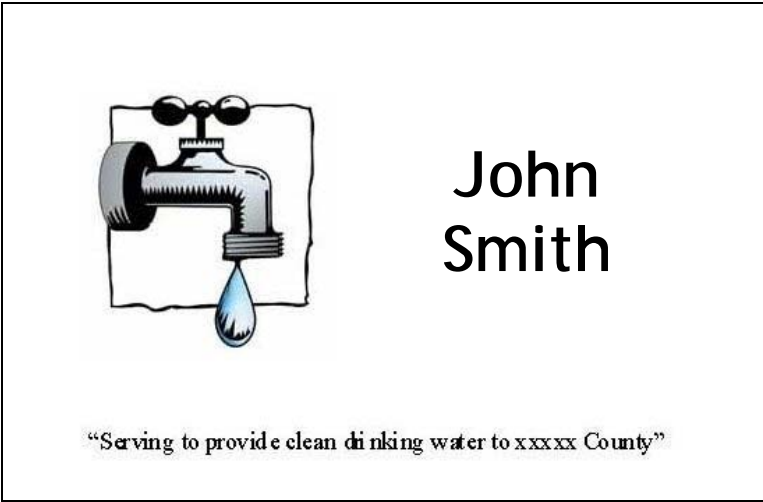
Business Card/ Name Tags

The water system’s business cards should include the logo and name, personal information, address, and contact numbers. A mission statement can be added below the logo and contact information, running the full length of the card with quotation marks. The name tags should include the symbol and name, as well as the mission excerpt (if added) and a place for the name.

The water system’s business cards are standard 3.5 inches by 2 inches. The logo and name, as well as the personal information, will be located at the center of the card. The additional system information and partial mission statement will complete the bottom half of the card.



Business Card



Name Tag



News Release

Release: March 4, 200x
Email: johnsmith@hotmail.com
Contact: John Smith
Address: P.O. Box 1234
Bowling Green, KY 42101
Phone: (234) 234-5678


A News Release informs the local media about changes or improvements going on at your water system as well as any newsworthy information that would let the public know about the service you provide. News releases can be sent by fax, mail, or email to local newspapers as well as TV and radio stations.

Brochure: Outside Panel

The brochure, as shown on the following pages, is a tri-fold document. The inside and outside panels must be reproduced as given in the Media Guide.


Back Panel Heading

This is a good place to briefly, but effectively summarize the services that you offer. Using bullets and listing is a good option, since this is the first section people see as they open the brochure. The text should be in Georgia font, regular style, and somewhere between 10 and 12 size.



Tag Line Goes Here

Phone:
Fax:
Email:
Website:



Water District Name

Water District Name

TEL: (628) 234-4567

Main Inside Heading

The most important information is included here on the inside panels. Use these panels to introduce your organization and to describe specific services. This text should be brief and should entice the reader to want to know more about your water district. The text should be Georgia font, size 9 to 12.

You can use secondary headings to organize your text to make it more understandable for the reader.

Secondary Heading

The most important information is included here on the inside panels. Use these panels to introduce your organization and to describe specific products and services. This text should be brief and should entice the reader to want to know more about a product or service.

You can use secondary headings to organize your text to make it more understandable for the reader. Secondary headings should be written in Charcoal, usually size 14 font.

Secondary Heading

You can use secondary headings to organize your text to make it more understandable for the reader.

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Secondary Heading

You can use secondary headings to organize your text to make it more understandable for the reader.

Water District Name

Phone: Fax: Email: Website:

2/17/2006

Volume 1, Issue 1

Water District Name

Special Interest Areas

Tag Line Here

- Briefly highlight your points of interest here
- Briefly highlight you point of interest here
- Briefly highlight your point of interest



Lead Story Headline

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your services, and also create credibility and build your organization's identity among peers, employees, or citizens.

The newsletter text should be in Georgia font (size 10) with the headlines being in Bold font (size 22 for lead story, 14-16 for subheadings).

Individual Highlights

- Inside Story 2
- Inside Story 3
- Inside Story 4
- Inside Story 5
- Inside Story 6
- Inside Story 7
- Last Story 8

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees, or people in your district.

You can compile a mailing list from your customers.

Next, establish how much time and money you can spend on your newsletter.

Second Story Headline

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your services, and also create credibility and build your organization's identity among peers, employees, or citizens.

contains, for example, employees, or people in district.

You can compile a mailing list from your customers. Next, establish how much time and money you can spend on your newsletter. The newsletter text should be in Georgia font (size 10) with the headlines being in Bold font (size 22 for lead story, 14-16 for subheadings).

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it your

Inside Story Headline

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to increase public awareness of your service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles or include a calendar of upcoming events. You can research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Inside Story Headline

Much of the content you put in your newsletter can also be used for your web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a web site and post it.

Special Interest Story Headline

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your services, and also create credibility and build your organization's identity among peers, employees, or citizens.

district.

You can compile a mailing list from your customers.

Next, establish how much time and money you can spend on your newsletter. The newsletter text should be in Georgia font (size 10) with the headlines being in Bold font (size 22 for lead story, 14-16 for subheadings).

2/17/2006

Volume 1, Issue 1

Water District Name

Back Page Story Headline

Phone:

Fax:

Email:

*Your water district's
tag can go here.*

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Producer Wins Industry Award, New Producer Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases.

While your main goal of distributing a newsletter might be to raise awareness of your services, the key to a successful newsletter is making it useful to your readers.

Continued Story Headline

We're on the Web!

See us at:

www.yourdistrict.com

While your main goal of distributing a newsletter might be to raise awareness about your services, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to this newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special

Offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

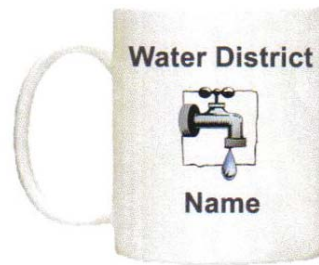
About Our Water District....

Microsoft includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

Merchandise

Merchandise will consist of mugs, hats, and t-shirts that will create an identifiable professional presence in the field and in the office. Hats will be available in black and white colors. The t-shirt may be adapted to other colors. Reproduction of the logo should not compromise the readability and effectiveness of the logo design.



Web Site

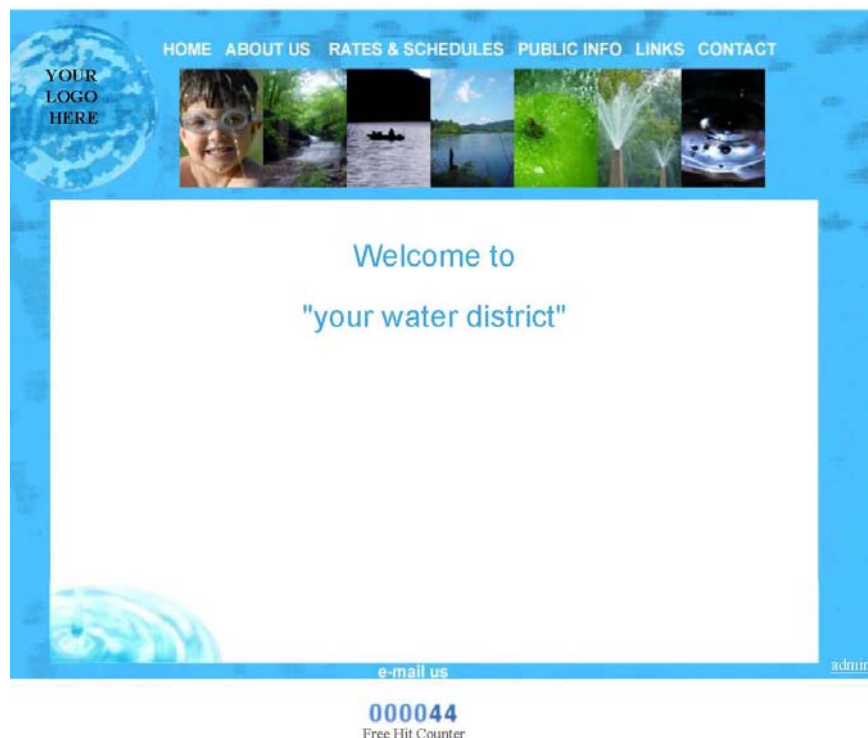
The web site files are included to serve as a template. They may be edited in Microsoft Word or in a html document editor such as Frontpage or Dreamweaver. A web site should contain the company logo on each page as an identifiable mark. Also ideal on each page would be a link to the company email. Water Districts may purchase URL (addresses such as yourdistrict.com) from companies online. This address can be modified to point to the location where your page is stored. The Center for Water Resource Studies offers reduced rate/free web hosting for water districts with cost dependant on size of district. CWRS will also modify the template for your water district if desired. Assistance can also be provided to purchase an URL for your district and set up email through your address.

Changes necessary if desired on all pages:

Email-us changed to email to your address

Change logo in top left corner

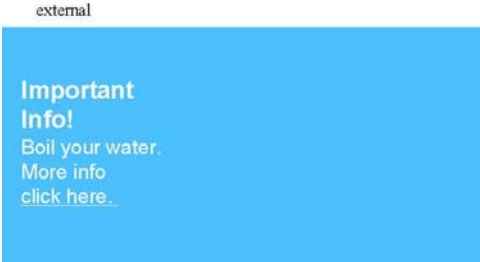
Change any text to fit your Water Districts needs (example: Name of Water District)



Index page (home page)


A free counter can be obtained by using the Free Hit Counter link.

Additional Web Pages



Page will appear on each web page with important information.
(Externalpage.htm)

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT



LINKS

[Kentucky Rural Water Association](#)

[National Rural Water Association](#)

[KY Division of Water](#)

e-mail us

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT




PUBLIC INFO

Important Info
Water must be boiled from Tuesday August 30th until Saturday September 3. To boil your water heat it in a metal pot on the stove at a temperature of 160 degrees for 20 minutes.

CCR
Download our PDF file [here](#).

e-mail us

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT



RATES & SCHEDULES


Fees

Late Fees

Reconnect Fees

e-mail us

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT




Your Water District

You Name:

E-mail:

e-mail us

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT



ABOUT US

Our Mission
 To provide quality water and service at all times as cheaply to all customers as possible. We are excited about what we do and we believe that you the customer should be excited about the quality of our water too.


Staff
 John Doe, Manager

Board of Directors
 John Doe, Chair

Board Meetings

[e-mail us](#)

HOME ABOUT US RATES & SCHEDULES PUBLIC INFO LINKS CONTACT



CONTACT US

Your Water District
 1234 Your Street
 Your City, Your State, Your ZIP

Phone: (123) 123-1234
 Fax: (123) 123-1234

E-mail: yourwaterdistrict@yourwaterdistrict.com

For a speedy reply [click here](#).

OFFICE HOURS
 Monday through Friday
 8:00AM to 4:00 PM

[e-mail us](#)

