

Wisconsin Stormwater Week Media Strategy Guidance in 5 Easy Steps

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As a municipality/entity, there are some easy things you can do to actively promote your involvement with Wisconsin Stormwater Week 2023 and leverage your local media to share about your resources for your community. This is optional guidance if you're interested in engaging your local media outlets to get the word out about your programs and involvement with the statewide proclaimed Stormwater Week 2023.

Step 1: Be a Partner!

Sign up to be a Stormwater Week 2023 Partner. ([Link](#)) Once you're a partner, you can begin planning your own promotion or events for Stormwater Week, while also promoting the statewide offerings, which include some scheduled webinars and social media information sharing.

Step 2: Get Caught Up on Stormwater Week 2023 Plan.

Learn about what topics the Wisconsin Stormwater Collaboration has planned to cover during [Stormwater Week 2023](#).

Step 3: Plan Your Own, Decide Your Topic(s)

Start planning what sort of event you want to plan, information you want to push, or resources/programs you already have in place to promote. Do you have an adopt-a-stormwater drain program? Is there a new take on a current program to make it interesting and fun for your community? Are there specific stormwater projects you are working on you can highlight with a photo and blurb on social media? Do you have a sewer preventative maintenance program the community doesn't know about worth sharing about? Maybe you may want to post some blogs from your stormwater engineers or operations crews to share about a process, while pairing with some social media posts once a day for a week? One idea could be fun facts posted each day about different parts of one program on social media. It can span a number of efforts or breaking up one program across all five days. Nail down some specific efforts/programs you want to focus on to promote. Your approach can include your own social media posts and local media efforts.

Step 4: Pitch and Do!

Once you have your program/event/planned, it's time to develop content and promote with local media. First, write a press release, email to all local TV, print, radio and online publication of interest. See press release template, and add your municipal-specific information. When you send out your press release, offer times you or your staff is available to do interviews in the body of the email. Be specific, give times, dates and specify if you're able to offer phone, on camera, Zoom or in-person interviews. Also include what angle or topic each speaker can speak to. Especially offer if you have something visual to show as part of the process.

Once you have your press release sent out, give a call to local newsrooms and offer an interview in the following forms:

- Live morning show interview with TV showing a process in the field. This would be a few interviews, one each half hour, two minutes each. The key here is to demonstrate a part of your process so you can show/tell. Early alarm clock. Plan to be to the station or meet in the field by 5/5:30 a.m.
- Recorded interview for the reporter to use in as many broadcasts they'd like.
- Live afternoon/midday or early evening broadcast interview in studio. One interview, 2-3 minutes long. Provide photos or cell phone video of the process or program you're promoting.
- Phone interview with print reporters to flush out your press release, explain your specific program and its importance.
- Make sure you have either staff or studied your programs to offer specific people to be interviewed, with availability when connecting with the newsrooms.

Attire reminders for on-camera interviews: Do not wear busy prints, anything that is distracting. The best colors to wear on air are jewel-tone solid colors and not white.

Step 5: Follow Through!

If you confirm coverage, show up prepared, do the interview, then promote their stories on your social media feeds, while reminding your community about Stormwater Week 2023! Great Job!