

Watershed Stories

Opportunities and Challenges of Communicating
the Watershed Approach



Addressing a Need



- Watershed and Conservation Groups don't toot their own horns
- Decrease in state and federal funding programs = need to communicate the impact of those programs
- Addressing MWCC members' needs: "Inspire and Engage"

Watershed Stories Goals

- Share local successes
 - Printed products
 - Banners
 - Photos
 - Media releases
- Demonstrate collective impact of statewide network
 - Printed products
 - Media releases
 - 2019 State of the Watersheds Report



Opportunities



- Telling important and interesting stories
- Greater awareness of watershed and conservation groups statewide
- Tools for local community outreach
- State of the Watersheds Report
- Good feedback from watershed partners

Challenges

- What is a watershed group?
- Identifying a newsworthy “threat”
- Collaboration isn’t sexy
- Who to highlight
- Audience diversity
- Funding
- MWCC internal capacity



Communicating Forward



- Tracking metrics - quantitative AND qualitative
- Branching out into broadcast
- Finding additional funding sources
- Website updates
- Continue producing more Stories and more media releases

Questions?

Terri Nichols
Watershed Programs Coordinator
406.475.1420

terri@mtwatersheds.org

www.mtwatersheds.org/app/watershed-stories/

