

NWCA Communications Guidance

PRESS KITS

Letter of Introduction – This should be your lead-off piece, which includes:

- Why they should care about this information
- Table of contents of what is in the kit
- A call-to-action
- Include your program's logo

NWCA and State Wetlands Status

One page, easy to digest, outlining:

- A brief summary of the NWCA and its goals
- You state's wetland stats (original acres, acres lost, etc.)
- How the results compare to what state has found/accomplished
- A basic summary your program (incl. mission statement and primary goals related to this issue)
- Call to action based on needs in your state (Less than 5 actions you want to be taken, by whom)
- Include ample high-quality images of wetlands (action shots of people working in wetlands or wetlands in obvious need – to a non-expert- of restoration)

Program Services – You should include a list of all of your program's services (and products if you have them), as well as the benefits of each. May want to make this a brochure.

Current News – Anything newsworthy regarding your program should be included. If you've had any articles published on other websites, have been interviewed, or if you've partnered with other agencies or nonprofits, be sure to list those activities and include any relevant materials (or links).

Contact Information – Each piece of the press kit should individually include contact information, including one point person, address, email and telephone number that is checked regularly.

Media-ready Story - Have one or more stories that make the points that you are trying to share that have a photographic quality to them (a pre-approved/arranged site visit or ready-to-go high quality images you can give upon request). Make sure you have several high quality action shots of your staff working in wetlands.