



SUCCESS STORIES

Jeff Berckes – Flip the Field

Courtney Botelho – NEIW PCC



THE BIG PICTURE

Communicating 303(d) Program successes can lead to:

- Proliferation key concepts
- Continued innovation
- Inspiration for participation

PODCASTS

- Season 1: Likely focuses on 50th Anniversary of CWA, successes, & challenges
- Popular medium for communicating to new audiences
- Future seasons to focus on themes of 303(d) success stories



TEMPLATES

Templates for communication products

Each template will include:

- Best Use
- Content Suggestions
- Layout
- Graphics
- Storytelling

TEMPLATES

Designed to allow programs of all sizes / budgets to more easily experiment with different communication products

The pool of potential products includes:

- Story maps
- Data visualizations
- Dashboards
- Social media campaigns
- Video? (Storytelling session from '19)



WORKGROUP

Let us know if you're interested in helping:

- Decide on stories / themes
- Recruit storytellers
- Review outputs
- Build products

INTERESTED?

To join the workgroup list email
cbotelho@neiwpc.org