



PUBLICITY TOOLKIT



This publicity toolkit contains all the pictures, captions and marketing materials you need to promote the Work in Water experience at your school, as well as helpful lesson plan ideas to start educating students about the public water industry before the event.

ABOUT WORK IN WATER

The Wichita State University Environmental Finance Center created Work in Water as a classroom learning module and summer internship program for high school students. The goal of Work in Water is to increase students' knowledge of the importance of water treatment for the environment and public health, and to stimulate interest in occupations in environmental water management.

Facilitated by the WSU Environmental Finance Center, Work in Water creates an informational network between schools, state agencies and professionals in the field, that helps provide teachers and school counselors with resources about occupations in water and wastewater to further promote water related careers to students.

Not only does Work in Water aim to help fill positions that are crucial to community health and safety, it also plans to show students the vast ways their unique skills and talents can be used in a public service career after college, or straight out of high school.

Project partners include the Kansas Department of Health and Environment, Kansas Municipal Utilities, the Kansas Section American Water Works Association and the Kansas Section of Water and Environment. Funding provided by US EPA.



TABLE OF CONTENTS

Email Marketing.....	3
Posters.....	4
Facebook.....	5
Instagram.....	6
Video.....	7
Newspaper.....	8
Announcement.....	9
Lesson Plans & Ideas.....	10
Student Research Projects....	11

EMAIL MARKETING

Use our ready-to-send email template to send to get the word out about Work in Water!

We recommend attaching the **Work in Water flyer** to your email so that participants can view more information on the date and time of your event.

Who to send to:

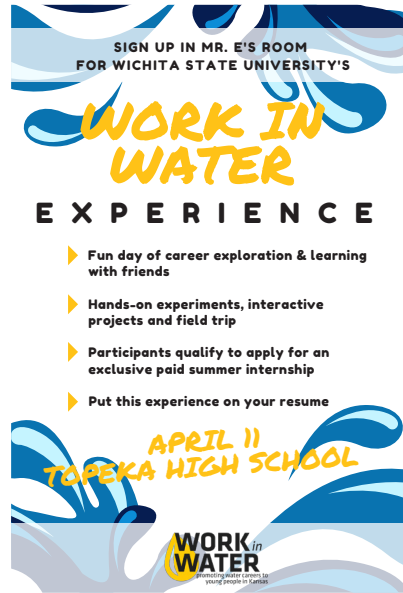
- **your local newspaper**
- **your high school contact who can forward the email to:**
 - students
 - parents
 - teachers
 - school board members

get the email template

[click here](#)

POSTER/FLYER

Below is a customizable template for a Work in Water event poster. Hang posters in hallways, classrooms, cafeterias and more to encourage participation. Or, attach a PDF version to an email message. Default size is 12x18 inches, although you may print to any size paper by adjusting the fit in the printing options panel.



customize a poster

[click here](#)

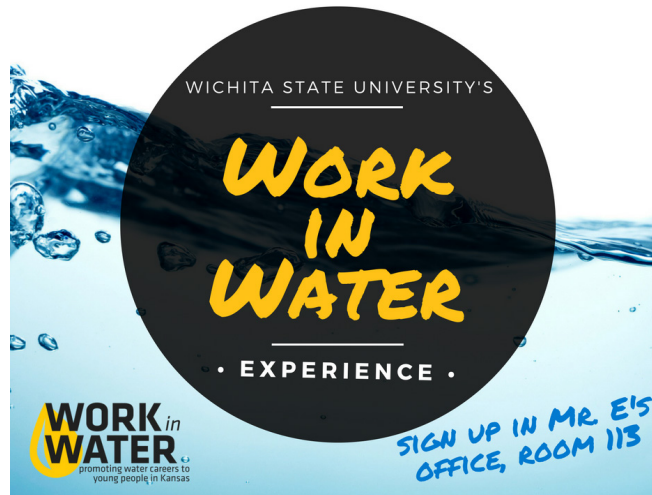
Instructions

1. Click on the button above to open a editable PDF version of the poster.
2. Save this file to a location on your computer. Then open the file in Adobe Acrobat.
3. Enter your custom event details in the text fields.
4. When you are finished editing, go to "File" "Print." A printing options panel will open:
 - In the printer name drop down panel, select, "Adobe PDF."
 - Under "Page Size & Handling" check the box next to "Choose paper source by PDF page size."
5. Click **Print**.
6. Your computer will prompt you to save the new PDF on your computer. Choose a final name and location for your poster, then click "save."
7. Your final, uneditable version of the poster will open. You may then send this to a printer or attach this file to an email.
8. Questions or Need help? You can ask us by emailing: efc@wichita.edu.

FACEBOOK POST

Download the photo below or use an image of your choice, along with the following caption ideas to share on your Facebook profile.

Consider adding hashtags unique to your community in the post. Be sure to include clear directions on how to register for Work in Water at your school.



[Download Photo](#)

[click here](#)

Facebook Post Caption Examples:

1. WSU's Work in Water Experience is coming to <High School Name> on <Date>! This experience is a fun day of career exploration and hands-on learning about the water industry, as well as the chance to apply for a paid summer internship. Great for your resume! Students may sign up in the counselor's office. #workinwater
2. Looking for an opportunity to boost your resume? Join WSU's Work in Water Experience, coming to <High School Name> on <date>! See the counselor for more info. #workinwater

INSTAGRAM POST

Download the photo below or use an image of your choice, along with the following caption ideas to share on your Instagram profile. Consider adding hashtags unique to your community in the post as well. Be sure to include directions on how to sign up for your event.

Download Photo

[click here](#)



Instagram Caption Examples

1. WSU's Work in Water Experience is coming to <high school> on <date>! This experience is a day of career exploration and hands-on learning about the public water industry. Great for your resume! Sign up in the school counselor's office. #workinwater
2. Looking for an opportunity to boost your resume? Join WSU's Work in Water Experience, coming to <high school> on <date>! Sign up in the school counselor's office. #workinwater

VIDEO

We've created the "Water=Liquid Awesome" video for you to share on social media or YouTube to help create interest in the Work in Water Experience coming to your school.

Click video to view on YouTube



"Water = Liquid Awesome"

This video was created by 2017 Work in Water Intern, Connor Smith. In this video, Connor talks about his Work in Water Experience.



"Connor's Work in Water Experience"

NEWSPAPER

Newspaper

Submit an ad to your local newsletter or high school newspaper staff to run in the next edition. Use this customizable template to create a PDF.

WORK IN WATER EXPERIENCE

for students



Feb. 20, 2019 @ Missouri Utility Alliance
10 am - 2 pm

The Work in Water Experience introduces students to the vast range of career opportunities in the water industry, and is a great activity to add to high school resumes! This unique, hands-on learning program teaches the skills, technology and jobs that are working to ensure the public has access to safe, healthy drinking water and water recycling resources.

Why Should Students Attend?

- Fun day of career exploration and learning with friends.
- Hands-on experiments, interactive projects and a field trip to your local water utility.
- Use this experience to build your high school resume!

→ Tonya Bronleewe, (316) 978-6638, tonya.bronleewe@wichita.

customize an Ad

[click here](#)

Instructions

1. Click on the button above to open a editable PDF version of the advertisement.
2. Save this file to a location on your computer. Then open the file in Adobe Acrobat.
3. Enter your custom event details in the text fields.
4. When you are finished editing, go to "File" "Print." A printing options panel will open:
 - In the printer name drop down panel, select, "Adobe PDF."
 - Under "Page Size & Handling" check the box next to "Choose paper source by PDF page size."
5. Click **Print**.
6. Your computer will prompt you to save the new PDF on your computer. Choose a final name and location for your ad, then click "save."
7. Your final, uneditable version of the ad will open. You may then send this to a printer or attach this file to an email.
8. Questions or Need help? You can ask us by emailing: efc@wichita.edu.

SCHOOL BROADCAST

School Broadcast

Be sure to ask that Work in Water be included in daily school announcements or a school news broadcast. Use this template to quickly submit language for consideration in a school announcement.

[**download announcement**](#)



PRE/POST EVENT LESSON PLANS

Help Wanted

Have students write a job ad for one of the jobs that they learned about related to water or waste water. Make sure the job lists salary range, education required, skills necessary and job description.

Bottle It?

- Compare bottled water and tap water. Use [EPA's fact sheet on bottled water](#) and online resources.
- Compare the regulations that impact bottled water with the regulations that impact water from public water systems.
- How do the costs compare? How much tap water can you buy for the cost of a bottle of water? A can of pop? etc.

Money Down the Drain

Calculate the amount of water lost due to water leaks. Set a faucet to drip. Have students conduct their own experiment to answer the questions: how much water do I lose in a month, week, year if my faucet drips at this rate.

Water Droplet Journey

Have students write a journal, create a presentation, etc about the journey of a water drop, falling as rain, and then going through the city's water system.

Water Chemistry Debate

Research both sides of the issue, and then hold a classroom debate on fluoridation of municipal water supplies. Be sure to discuss credible vs. non-credible websites. How do you tell the difference?

Water Pollution From Inside the House

Have students research issues related to prescription drugs in wastewater. How are antibiotics, painkillers, endocrine disruptors, etc impacting wildlife, fish and human water supplies? Have students develop a plan to reduce this type of pollution.



PRE EVENT STUDENT RESEARCH

Fun Websites to Explore the Water Treatment Process

- [Audio Blog – What Happens to “Number 2” in the Second City](#)
- [Interactive Online Graphics for “Where Does Your Poop Go”](#)

Water Career Sites to Explore

- www.workforwater.org

Scholarships

- Kansas American Water Works Association, Terry L. McKanna Scholarship – One or more \$1,000 scholarships each year. Students enrolled in an accredited college or university in KS. Applicants should be enrolled in courses related to career fields associated with the waterworks industry.

<http://www.ksawwa.org/conference/terry-l-mckanna-scholarship.html>

- American Water Works Association – various scholarships for various academic levels

<http://www.awwa.org/membership/get-involved/student-center/awwa-scholarships.aspx>