

## **Monitoring Monday - Let's look at storytelling for your watershed program.**

Join us each Monday as the Clean Water Team shares resources on water quality monitoring. This Monday is about storytelling for your watershed program.

Learning to harness the power of effective storytelling can benefit your organization. Sharing stories is one of the few, if not the only way, we can connect with others. Learning more about a person or an organization through their stories enables us to understand them on a different level and form meaningful connections. Having data which supports that story provides depth, credibility, and trust.

Many share their stories to connect, inspire, influence change, raise support, and grow capacity. However, there are all kinds of ways to present these stories. Sometimes it needs to be a short video clip, a quick email, a blurb in a handout, or a press release. Other times it maybe a tv news-segment or a blog article.

Telling your story can appear to be overwhelming but all comes down to education, information, and opportunity. The internet and non-profit centers offer opportunities to learn how to craft your stories and stay informed about using emerging platforms for storytelling. Opportunities to share your stories are always emerging, from fundraising campaigns, service organization lunches, and social media posts, to webinars and conferences.

If you are looking for a place to share your water monitoring data use success story the National Water Quality Monitoring Council's Volunteer Monitoring Work Group has an opportunity for you (see below). In need of storytelling examples from other watershed organizations? We have provided links to some video playlists and just recently published series of articles featuring the Santa Barbara Channelkeepers. And if you are looking for resources on telling and sharing your stories, we have provided a few links to help your group, get started.

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### **Do you have a water monitoring data use success story?**

The National Water Quality Monitoring Council's Volunteer Monitoring Work Group is excited to bring back its webinar series. To kick off our return, in advance of the [50<sup>th</sup> anniversary of the Clean Water Act](#), we decided to focus this year's series on data use!

Do you have a water monitoring data use success story (local, state, regional, national)? Or do you know of an organization you would like to nominate for this series? We are hoping to schedule 3-5 webinars throughout 2022. Each webinar is an hour long with 40 minutes of content and 20 minutes of discussion. We hope each presentation will touch on 1) role of volunteers; 2) data credibility; 3) data use story/case study; and 4) lessons learned. Please take a moment to nominate a presenter or your organization. <https://forms.gle/4i4YUfxVtPtdaSBg6>

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## **WATERSHED PROGRAM STORIES EXAMPLES FROM OUR YOUTUBE CHANNEL**

**Community Engagement in Freshwater Science: Society of Freshwater Science 2016 Special Session S18 ([6 Videos](#))**

## Citizen Science & Water Webinar Series ([5 Videos](#))

More videos from water monitoring programs can be found [here](#).

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## SANTA BARBARA CHANNELKEEPER - A SERIES OF THREE ARTICLES HIGHLIGHTING HOW THIS LOCAL ENVIRONMENTAL ORGANIZATION AND THE DIFFERENCE IT HAS BEEN MAKING

### **Santa Barbara Channelkeeper Influence, Effectiveness Grows with the Flow**

*With a diverse array of programs and outreach opportunities, organization keeps a steady eye on the environment — and it all starts with water*

In 2020, Santa Barbara Channelkeeper celebrated 20 years of environmental stewardship. In that time, the nonprofit organization has spearheaded watershed monitoring, conservation and sustainability initiatives throughout Santa Barbara and Ventura counties.

With a small but mighty core team led by new executive director Ted Morton, Channelkeeper works to protect and restore the Santa Barbara Channel and its watersheds through science-based advocacy, education, fieldwork and enforcement.

The organization's programmatic framework has expanded into a range of youth education, community-based monitoring programs and policy development — all with the common goal of environmental stewardship.

Channelkeeper frequently undertakes political advocacy at the local, regional and state levels, calling for protective environmental measures in the areas of plastic reduction, oil and gas exploration, agricultural pollution and urban runoff.

In fact, Channelkeeper's advocacy helped shape the stormwater management programs that municipalities throughout Santa Barbara County were required to develop to comply with California's municipal stormwater permit — programs that continue to guide how our communities address and reduce polluted urban runoff.

FULL ARTICLE:

[www.noozhawk.com/article/santa\\_barbara\\_channelkeeper\\_influence\\_effectiveness\\_grows\\_with\\_flow\\_2021101](http://www.noozhawk.com/article/santa_barbara_channelkeeper_influence_effectiveness_grows_with_flow_2021101)

### **Channelkeeper Volunteers Giving Back to Nature for a Clean Water Future**

*From monitoring marine protected areas to watershed cleanups, there are plenty of opportunities to help Santa Barbara organization help the environment*

Channelkeeper's volunteer programs and community initiatives offer a variety of ways to make a difference on the South Coast and beyond.

From monitoring coastal marine protected areas (MPAs) to picking up litter with the Watershed Brigade or responding to the organization's action alerts to pressure elected officials to take a stand for the environment, there are abundant opportunities for everyone to take positive local action.

The data that volunteers collect informs the management and science of California's marine protected areas and allows us to see how human uses are changing as a result of MPA implementation.

The program also supports compliance and enforcement efforts to ensure that MPA regulations are followed.

FULL ARTICLE:

[www.noozhawk.com/article/santa\\_barbara\\_channelkeeper\\_volunteers\\_giving\\_back\\_to\\_nature\\_20211128](http://www.noozhawk.com/article/santa_barbara_channelkeeper_volunteers_giving_back_to_nature_20211128)

### **Water Quality Monitoring Programs Play Key Role in Clean Water, Healthy Communities**

*Santa Barbara Channelkeeper testing and resources are often an important bridge between public observations and official response*

[Santa Barbara Channelkeeper](#) monitors and protects water quality in the [Santa Barbara Channel](#) and the creeks and rivers that feed it with the understanding that the health of our streams and ocean directly reflects the health of our community.

Last spring, when a concerned citizen reached out to the nonprofit environmental organization about a stream of water flowing from an agricultural facility, Channelkeeper sprang into action to investigate and identify the source.

The results show why Channelkeeper's water quality monitoring programs, community engagement and efforts to clean up pollution sources are so essential.

The results revealed shockingly high levels of nitrate, 13 times higher than state standards for drinking water and up to 130 times greater than limits deemed protective of aquatic ecosystems.

The discharge was not only polluted, but it was one of the highest nitrate concentrations the laboratory had ever found in a local stream, so Channelkeeper submitted a formal request for inspection to the [Central Coast Regional Water Quality Control Board](#).

This is just one of many examples of Channelkeeper's ongoing efforts to clean up sources of pollution that threaten the health of local waterways and our community.

FULL ARTICLE:

[www.noozhawk.com/article/santa\\_barbara\\_channelkeeper\\_water\\_quality\\_monitoring\\_programs\\_20220320?utm\\_medium=email&utm\\_source=govdelivery](http://www.noozhawk.com/article/santa_barbara_channelkeeper_water_quality_monitoring_programs_20220320?utm_medium=email&utm_source=govdelivery)

**Santa Barbara Channel Keeper** - Our mission is to protect and restore the Santa Barbara Channel and its watersheds through science-based advocacy, education, field work and enforcement.

[www.sbck.org/](http://www.sbck.org/)

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## STORYTELLING & PRESS RELEASE RESOURCES

### 5 Ways to Get Your Nonprofit Press Release to Stand Out

<https://bloomerang.co/blog/5-ways-to-get-your-nonprofit-press-release-to-stand-out/>

### 9 Powerful Examples of Nonprofit Storytelling: How to Tell a Compelling Nonprofit Story

<https://venngage.com/blog/nonprofit-storytelling/>

### Guide to Nonprofit Storytelling: Become a Better Storytelling Organization

[www.mightycitizen.com/nonprofit-storytelling](http://www.mightycitizen.com/nonprofit-storytelling)

### How To Create a Culture of Storytelling in Your Nonprofit

[www.causevox.com/blog/nonprofit-culture-storytelling/](http://www.causevox.com/blog/nonprofit-culture-storytelling/)

### How to Write and Distribute a Nonprofit Press Release

[www.wildapricot.com/blog/nonprofit-press-release](http://www.wildapricot.com/blog/nonprofit-press-release)

### Non-Profit Press Release: Why You Should Write One and How to Do It

[www.galaxydigital.com/blog/non-profit-press-release/](http://www.galaxydigital.com/blog/non-profit-press-release/)

### The Power of Storytelling – A Nonprofit Essential: 3 Steps for Success

<https://donorbox.org/nonprofit-blog/nonprofit-storytelling-guide/>

### The Ultimate Guide to Nonprofit Storytelling (30+ Tips)

<https://donorbox.org/nonprofit-blog/nonprofit-storytelling-guide/>

### Tips for environmental storytelling

<https://publiclab.org/notes/joyofsoy/08-07-2020/tips-for-environmental-storytelling>

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Erick Burres

[Clean Water Team Coordinator](#)

[California Water Quality Collaboration Network Facilitator](#)

[Safe to Swim Network Co-facilitator](#)

[erick.burres@waterboards.ca.gov](mailto:erick.burres@waterboards.ca.gov)

213 712 6862 mobile

Mailing address:

Erick Burres – Clean Water Team

C/O SARWQCB

3737 Main Street, Suite 500

Riverside, CA 92501-3348

