

CFW Student Guide to Recognition and Media



You're implementing your student action project – that's awesome! An important consideration now is raising awareness for your project and recognizing *Caring for Our Watersheds* (CFW) and those involved in making your project happen.

We want you to raise awareness about the great things you are doing in the community *and* get more students involved in the program to increase the reach and impact of CFW.

This guide will help you tell your project's story, and best recognize the CFW program and program sponsors and partners.

Logo Use

Specialty and Promotional Items

Work with the local Program Coordinator any time you would like to use logos, or order specialty/promotional products. This will ensure you are using logos properly and giving appropriate recognition.

Any specialty item (ie: bags, plaques, banners, signs, t-shirts, etc.) or promotional giveaway (ie: eco-straws, eco-toothbrushes, educational brochures, etc.) should include the CFW logo. **See logo standards on the following page.*

If you plan to include any other logo (ie: contributors like the local automotive shop) you must also include Nutrien's logo and the local Host Organization's (your Program Coordinator's organization) logo. If only one logo fits, it defaults to the CFW logo. The Program Coordinator can supply the files you will need to use for CFW, Nutrien, and their organization.

Logo Integrity

As shown below, altering the Caring for our Watersheds logo in any way from its original form is unacceptable.

Original Logo



Unacceptable

It is unacceptable to change the logo colors



Unacceptable

It is unacceptable to change the fonts



Unacceptable

It is unacceptable to delete the icon



Unacceptable

It is unacceptable to outline the logo



Unacceptable

It is unacceptable to add a tagline



Unacceptable

It is unacceptable to distort the logo from its original position



Unacceptable

It is unacceptable to distort the logo from its original proportions



Unacceptable

It is unacceptable to distort or outline the logo



Logo size and location

Logo Location



When positioning the Caring for our Watersheds logo, it should be separated from text and other graphical elements. A safe area must surround the logo.

The minimum distance between the logo and other graphical elements is indicated by the solid line in the diagram to the right. The “x” in the diagram equals the height of the lowercase letters in the word “watersheds.” Always maintain an equal distance around the logo.

Minimum Size

The Caring for our Watersheds logo must never appear smaller than 1 inch wide. Using the logo in smaller dimensions will compromise the logo’s legibility.



Media Coverage

Inviting the local media is a great way to spread the word about your project and the positive impact for the community. Who knows, you may inspire others to take action or get involved with CFW!

Requirements* & Tips

1. Work with your Program Coordinator*

You have decided you want to tell local media about your project implementation – *great!* The next step is to inform the local Program Coordinator. This person can give you recommendations on who to invite, how to invite them, and prep you for interviews or media day coverage.

2. Recognition for CFW*

During interactions with the media, you must mention Caring for Our Watersheds as your implementation falls under the program. Who else might need to be recognized? Work with the Program Coordinator to determine if additional groups or organizations should also be recognized for their efforts.

3. Representation*

You are not an employee of any of the organizations involved in your project's implementation. You must only speak on behalf of yourself. The Program Coordinator can help prepare you to direct other information requests appropriately.

4. Know What you Want to Talk About

Write down 3-4 key things you want to get across when speaking with local media.

5. Practice

Use a friend, family member, mentor or Program Coordinator to practice an interview scenario. Don't develop a script. Keep conversations natural and conventional.

6. If in Doubt, Leave it Out

Assume that anything you say will end up as the lead story with your name and quotes included.

7. Be confident!

Remember, you've got this. Your project is amazing and it's improving the local watershed – be proud of your efforts!

Speaking Notes – Sample

Speaking Notes

Caring for Our Watersheds: Student Action Project Implementation

Media Briefing RE: STUDENT PROJECT – April 8, 20XX

- Hello everyone, my name is... [Introduce yourself and group members as applicable]
- We are excited to share/implement our Caring for Our Watersheds project, “XXX” with you today. After researching, and planning our project, we are finally able to make it happen in the community!
- I/we took part in Caring for Our Watersheds as a [class project, club project, etc.]. This program asks students like me/us to identify a concern in the local watershed and come up with a realistic solution.
- First, I/we submitted our idea to the CFW contest for the opportunity to become a finalist and win cash prizes for our group and our school/club. We were then encouraged and provided funding to turn our idea into reality! Which is where we are today.
- My/Our environmental concern was _____
- My/Our solution to this concern is _____
- The positive impacts my/our project will have in the community is _____
- This project would not have been possible without the support of _____
- If you would like to check out my project/learn more about my initiative/ get involved _____ [Call to action as applicable].
- Thank you for your time and attention. I hope that those of you in attendance/watching are as excited about this project and the benefits to our community as I am.