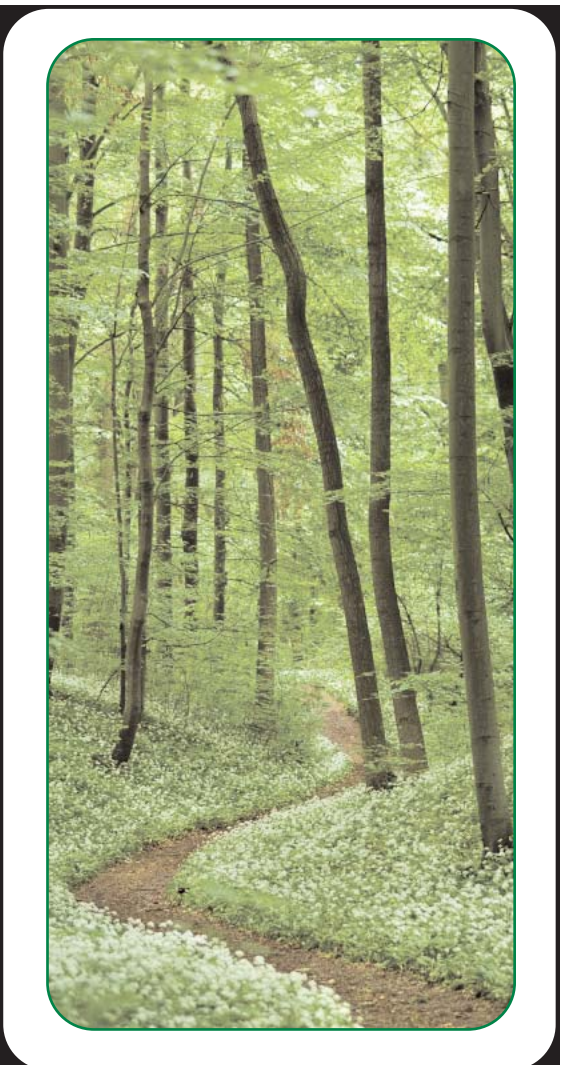




International **Erosion Control** Association



Dealing With The Media, The Advanced Course

Dealing with the Media, the Advanced Course

Press Releases

Press releases are pro-active media messages designed to inform the public about specific events. They often contain a great deal of information about a product, service, program, individual, company or organization. They are typically used as public relations tools for notifying the media about what has or will transpire to gain mass exposure of their message using a third-party's distribution network. Press releases convey your message your way.

The way you write the release, however, needs to conform to certain standards. Editors receive thousands of press releases every month. Of course, only a very small percentage will catch their attention. To increase your chances, you will want to write your release in a journalistic style.

The Short Course on Writing Like a Pro

1. Make sure your topic is newsworthy.
 - What is new, unique, or different about your event, information, or issue?
 - Has someone done something heroic or highly admirable?
 - Does this have an impact on the public or a specific audience? If so, what is this impact?
 - Does this relate to an already prominent local, regional, or national issue or trend? If so, how?
2. Gather the information you need to write your release.
 - Research your topic. If you don't have a specific topic in mind, you probably should not be writing a press release.
 - Collect quotations from experts and those affected by your topic.
 - Decide on your angle and your audience. Are you trying to attract local media, national media, a combination?
3. Organize and write your information in a journalistic style.
 - **The Lead:** This is the opening paragraph. It is used to draw your reader into the rest of your release. If the lead is weak, it is unlikely the editor will read any further. Key components of a lead are: who, what, when, where, why and how. You will want to answer each of these questions in a concise lead paragraph.
 - **Timeliness:** Reporters and editors want the scoop before it happens. They don't want to hear about an award given at a dinner held last week. Make sure your event or topic is current if not ahead of the game. Sometimes simply attributing a quote with "he says" instead of "he said" will increase the feel of timeliness.
 - **Accuracy:** Make sure you have your facts straight and your quotes correct. It is highly unlikely that an editor will publish a press release exactly how it is written (no matter how good it is). At a minimum it

will go to a fact checker. Or it may go to a reporter. If they find inaccuracies, they may dump the story.

- **Use quotes:** Use direct attribution when writing your press release. It adds a personal touch and shows that someone (other than you) has something to say about the topic. Direct attribution means using a direct quote such as: “Sedimentation is the number one environmental factor affecting the health of our rivers and streams,” said Joe Scientist of the EPA. If you are changing someone’s words without their consent, you would attribute the comment in this way: The health of our rivers and streams has been greatly affected by sedimentation, according to Joe Scientist of the EPA. *Note: It is acceptable when writing press releases to “doctor” quotes. But they should be approved by the party to whom they are attributed.*
- **Use plain English:** Don’t use fancy words when writing a press release. Tell your story simply. Most newspapers are written at an eighth grade level.
- **Company Background Information:** This information should be brief and reserved for the last paragraph of the release. Remember, you are writing a news story—not a marketing piece.
- **Get an Associated Press (AP) Stylebook:** This book will help you write in a clear, concise manner that follows the style guidelines journalists use. For example, it will tell you that when you write about the time of day, it should appear as a.m. or p.m. (lowercase with periods). It also will help clarify grammatical questions such as when to use among vs. between or anticipate vs. expect.

4. Edit and proofread multiple times.

- Nothing looks more unprofessional than misspelled words.
- Make sure your sentences are concise and not written in a passive tense. Read your release aloud. If you must take more than one breath to get through a sentence, it is too long.
- Give your release to a colleague to proof. They may catch mistakes you missed.

How to Format Your Release

1. **Use white bond paper.**
2. **Margins** should be 1 to 1 1/2 inches on all sides
3. **Contact information** should appear in the upper left or right corner. Be sure to include a cell phone or after hours number. This is especially important when dealing with different time zones.
4. **Release Date** should appear near the top of the page. This tells the editor when you would like the information to be printed. Most press releases will be FOR IMMEDIATE RELEASE.
5. **Title** has traditionally been considered optional in a press release. However, if you will be distributing your release through online outlets, you will usually be required to provide a title. If you choose to use a title/headline it should appear flush left in all caps. It should not extend past the address block and may, therefore, require two lines. It should be single spaced with the last line underlined.
6. **Body** is where your story goes. This section should be double-spaced with paragraphs indented. As a general rule, paragraphs should be no longer than five lines. For most press releases, it is best to keep

them to a single page. If your release is more than one page, use “—more—” at the bottom of the first page. Start the second page with a key word from the title and “—2”. This will appear at the top, flush left.

7. **Ending the release:** Use the one following after the last line of the press release “ —30—” or “#####”. This should appear centered at the bottom of the page.

Your company may use another format for writing releases. For example, IECA typically places press releases on letterhead (see attached example). This is acceptable as long as all of the components are present.

Where to Distribute Your Press Release

Here you are with a carefully crafted press release in hand. How can you bring it to the media’s attention?

Almost any newspaper, magazine, radio station or other media can be an outlet for your news release. You need to build a media list that you regularly send your releases to, and add to it as often as possible. Make it a habit to pick up copies of all publications you see when traveling, and record the information. Research your local media to find out how they prefer press releases to be submitted. If you are holding an event in a specific location, the local Convention and Visitors’ Bureau (CVB) may be able to provide you with a list of local media contacts.

Distribution services. There are plenty of companies out there that will distribute your release for a fee. Search online under “press release distribution” to find a listing of companies that provide this service. You can also use a newswire service. Newswires distribute your release directly to media outlets; the cost to use a newswire is typically between \$300 and \$600. The biggest newswires are:

1. [Canada Newswire](#)
2. [CCNMatthews](#)
3. [Business Wire](#)
4. [PR Newswire](#)

Online. Many media outlets will provide an email address or web site where you can enter your news. Here are some online sites where you can upload your press release for free distribution.

1. http://www.ap.org/pages/contact/contact_pr.html
2. <http://www.free-press-release.com/>
3. <http://www.prleap.com/>
4. <http://www.arrivenet.com/>
5. <http://www.prweb.com/>

Hard copy. The most traditional way to distribute your press release is via mail or fax. You will need direct contact info for any media outlets you will reach in this way. Try contacting your local newspapers, TV stations and periodicals to find out where to send your releases.

Interview Basics

Here are some points to keep in mind when you are being interviewed by the media:

1. Know why you were asked for the interview. Know your audience.
2. Establish ground rules (length of interview, subjects, etc.).
3. Know the format and theme of the program (news, feature, or television) and reporter, well in advance.
4. There is no “off-the-record.” Don’t say it if you don’t want to see or hear it the next day.
5. Do your homework. Be prepared, even in your specialty.
6. Question your position beforehand. Play devil’s advocate.
7. Establish a professional rapport with the reporter, be cooperative.
8. Be confident, relaxed. You are the expert; most reporters are generalists.
9. If you don’t know, say so. Don’t snow the reporter. Offer to find the answer. If you should know and don’t, be prepared for the consequences.
10. Don’t use “no comment.” Say why you can’t answer.
11. Don’t accept a reporter’s facts or misinformation. Correct the record.
12. Put your conclusion first, then expand. Be positive.
13. Do not use jargon or acronyms. Talk the public’s language.
14. Use short quotes.
15. Keep personal opinions to a minimum.
16. Avoid hypothetical questions.
17. Keep your cool under fire, don’t argue. Don’t repeat negative words.
18. Listen carefully.

Rules of the Game

In considering a request to do an interview, ask yourself: What do I hope to accomplish by agreeing to the interview? How will I accomplish that ... what will I say? If you can’t answer these questions, decline the interview!

Once you decide to do an interview, define the two or three most important points YOU want the audience to hear. Anticipate the full range of questions and prepare your answers - always explore how you can use your communication points in your responses.

IECA’s general messages:

1. Mission: IECA connects, educates and develops the worldwide erosion and sediment control community.
2. Vision: To be the global resource for people who share a common concern for the prevention and control of erosion.
3. Tagline: IECA ... your essential Best Management Practice
4. The Cause: Erosion control protects the environment and preserves water quality. See the attached paper on “Why is Erosion Control Important?” for more details.
5. Please be familiar with the positions and opinions advocated in official IECA position statements. These are the official positions of IECA. As a representative of the organization, you must adhere to these positions. If you wish to express an opinion or make a statement that does not conform to the official position of the association, you need to make it clear that you are speaking as an individual, not as a representative of IECA, and expressing *your* position, not that of the association. This can be done by simply saying, “It is the position of IECA that ... but it is my own opinion that ...”

When you are being interviewed, be positive in your attitude; don't be passive. Answer questions with your messages in mind—remember, you agreed to do the interview because you have specific points you want the audience to hear. Be prepared and concise.

You will want to look your best at the interview. For television, eye contact is with the reporter, not the camera. (See further tips on doing on-camera interviews later in this course.) Posture is important – don't slouch, but don't be a stiff either. Thou Shalt Not Lie.

Types of Media Interviews

Newspaper and broadcast reporters work in vastly different worlds. Understand the needs of each and your message will be easier to communicate.

Print interviews afford more elaboration and allow for in-depth coverage. Print journalists spend more time developing a story than broadcast counterparts. Use this to your advantage. Provide background materials to substantiate your position and add credibility.

Print reporters may opt to talk to you by telephone. This cuts out a lot of the leg work for them.

Most print media journalists will come to your office. If your office is large enough and it's convenient, try to arrange your surroundings so you won't be sitting behind a desk or other obstacle. Sit in a chair next to the interviewer.

Most **radio** journalists will prefer to telephone you for an interview. Radio news departments are often very lightly staffed, and if you are to get your message across, you'll have to do it via telephone. Be concise and to the point. You usually get only 15 seconds of airtime!

Television interviews that you might be involved with take three basic forms: talk show, on location, and ambush.

The **talk show format** is friendly and very non-threatening because the focus of this type of show is generally light news and feature stories. It presents a perfect opportunity to control the interview and get your messages out. Your objectives:

1. Find out who else will appear as a guest and what their positions or issues are.
2. Arrive early; any contact with the host or producer can help you gauge your interview and relax...and prepare to deal with distractions.
3. Ask for water, if needed.
4. Take control; get your message out!
5. Use vocal variety. Use inflection, be enthusiastic, relax and smile.
6. Use analogies or personal experiences an audience can relate to.
7. Don't go off on tangents and bring in extraneous, gratuitous material unless you believe the question will allow you to take control.
8. There are no simple "yes - no" answers and no question is stupid . . . treat all questions seriously. Otherwise you risk looking like the bad guy.
9. Avoid using "we;" use "I."

The **edited news interview**, or "stand-up," is one of the most common you would ever have to deal with. Its total air time averages about a minute and a half. Your objectives:

1. Look at the reporter, not the camera.
2. Your time is brief for a response so get your message up front. Remember, the interview will be edited!
3. Choose a setting or background that visually supports your story.
4. If you make a mistake, stop and start over.
5. Avoid time-wasting phrases - "that's a good question," "I'm glad you asked me that" and don't repeat the question.
6. Take a second or two to form your answer if you need it. Don't speak while you are forming your answer.

The **ambush interview** is designed to keep the victim off-balance and usually concerns a controversial subject. The reporters and camera crews can be physical in their approach. Your objectives:

1. Remain calm—easier said than done! The cameras are rolling, so don't say something you'll regret—that's what they're looking for.
2. Take control and be gracious.
3. You are under no obligation to comment. Feel free to refer the reporter to IECA headquarters. Exit as gracefully as possible.
4. Notify IECA headquarters as soon as possible.

Hints for Successful Media Appearances

Impression often outweighs substance; however, style alone cannot replace substance. Television is a vain medium. If you know you will be doing an on-camera interview, you can make yourself feel more comfortable and polish your presentation by practicing with a friend in front of a camcorder.

1. Appearance
 - Dress conservatively. Men should wear a dark suit and long-sleeved shirt. Solid color shirts are best, preferably blue, not white.
 - Women should wear a conservative street-length dress or suit. Avoid red or white.
 - Remove loose jewelry or exceptionally heavy rings. Avoid wearing heavy necklaces or bracelets, diamond and rhinestone jewelry, especially earrings or large pins. These objects make great reflectors for the TV lights!
 - Remove name tags, lapel pins and all extraneous articles from jacket pockets.
 - After you are seated and before the interview begins, keep your jacket buttoned and pull it down to reduce wrinkles.
 - Use light studio make-up.
2. Aesthetics
 - Talk to and concentrate on the interviewer; avoid darting eyes and the temptation to “see how you're doing” by watching the monitor.
 - Cross your legs at the knee.
 - Keep your head up.
 - Don't slouch or lean to one side. Avoid swivel chairs.
 - When standing, don't rock back and forth.
 - Use your natural hand gestures for emphasis.
 - In 99 percent of the cases, a camera or sound technician will attach a microphone to you. Lavalier microphones are the ones most commonly used today and are attached by using a tie-clip device. Whenever possible, hide the microphone cord inside your jacket so it doesn't become a distraction. In most cases a technician will assist you. It is important not to touch the microphone or breathe into it.
 - If you have a reason for preferring one profile over the other, say so.

IECA Position Statement: The Distinction Between Natural Erosion and Human Accelerated Erosion

Author: Tom Williams

Reviewers: Erosion and Sediment Control Technology Section

Adopted: April 2006

Expires: April 2011

The International Erosion Control Association (IECA) is dedicated to providing the ways and means to address human accelerated erosion and in controlling natural erosion when it threatens human activities or projects. Consequently, definitions of “human accelerated” and “natural” erosion are necessary.

Human accelerated erosion is defined as any erosion increase over historical levels from an area following any human activity or event measurable by: increased sediment load in run-off, down gradient wind or water cutting or deposition, reduced air quality or visibility due to wind erosion, rill or gully erosion due to water flow, or any other means of measurement. Human accelerated wind or water erosion may be caused by such events and activities as: vegetation removal for land development, over grazing, changes in water regimes, fire caused by humans, agriculture, timber harvesting, road construction, mining, or other human activity. Mass wasting, such as slumping, landslides or rock falls are not included in the definition of human accelerated erosion, as they are or can be a result of human accelerated erosion, but are not considered a cause of erosion themselves.

Natural erosion is defined as any wind or water erosion caused by natural, or non-human controlled, events or activities. Natural erosion may be caused by catastrophic events such as tornadoes, hurricanes, volcanoes, tidal waves, earthquakes, or other natural event. Natural erosion may also be caused by more common natural events such as non-human altered stream flow, stream meandering, wave action on shorelines, sheet flow from rainstorms, or snowmelt. Natural erosion may also be caused by animal activities such as grazing, trail use or heard movements, so long as they are wild animals and not subject to human control, with the acknowledgement that this limits natural animal caused erosion to very few instances.

It is acknowledged that natural erosion is part of the cause of such natural wonders as the Grand Canyon in the United States, Victoria Falls in Zimbabwe and Zambia, the Harbor at Rio De Janeiro in Brazil and many other natural wonders around the world. IECA is in no way an advocate of changing or influencing natural erosion of this scale or beneficial significance. However, where natural erosion threatens human developed property, activities or projects, such as homes, parks or businesses constructed along shorelines, streambanks or on hillsides, IECA is an advocate for erosion and sediment controls to protect the developed land from natural as well as human accelerated erosion.

Why is Erosion Control Important?

The International Erosion Control Association (IECA) is dedicated to providing the ways and means to address human accelerated erosion and in controlling natural erosion when it threatens human activities or projects.

Erosion problems can be accelerated by a variety of human activities, including unrestricted development, overtaxed resources, removal of surface cover (such as vegetation), increased imperviousness (such as paving and rooftops) that increases runoff, and poor stewardship.

The goal of EPA regulations on erosion is not to stop natural erosion. If we didn't have natural erosion, we would have no beaches. The goal of the regulations is to control accelerated erosion caused by human activities, so there is not a net increase in sediment being discharged from a construction site over pre-construction conditions.

Construction-related erosion and sedimentation can cause problems for down-slope property owners, create nuisance problems on adjacent streets, clog streams and storm drains, result in turbidity plumes in downstream water bodies, and can cover sensitive habitat areas (such as coral reefs) with sediment. The cumulative toll on the environment can be devastating. Uncontrolled erosion is costly; violates state and federal pollution laws; exposes developers, contractors, and landowners to legal liabilities; and provides ammunition to those who argue that the development process is out of control.

Water quality parameters that reflect the level of sediment yield are turbidity and suspended solids. As turbidity increases within a stream environment, photosynthetic activity may decrease with a subsequent potential decrease in available free oxygen necessary to support aquatic life. An increase in the concentration of suspended solids may destroy water supplies for human, animal, and other wildlife consumption, as well as feeding and nesting habitats. Implementation of erosion control features consistent with sound construction operations can minimize the adverse impacts associated with increased sediment yield.

In-Stream and Off-Stream Impacts

Some of the in-stream and off-stream impacts of turbidity and sedimentation are provided below.

Sedimentation Impacts - In-stream Damages

- Destruction of spawning areas, food sources, habitat
- Direct toxicity to wildlife
- Lake degradation
- Siltation of navigation channels
- Impacts to commercial fisheries
- Reduction of water storage capacities

Sedimentation Impacts - Off-stream Damages

- Increased flood hazards

- Increased water treatment costs
- Decreased capacity in conveyance facilities

Turbidity from Suspended Solids

- Transports nutrients, pesticides, bacteria, toxic substances
- Harms aquatic wildlife
- Reduces beneficial uses

Specific Environmental Impacts

These in-stream and off-stream impacts may be translated into specific environmental impacts, as summarized below.

Resource Base Impacts

Loss of soil as a resource results in the elimination of potential for future use and decreased biological diversity.

Agriculture Impacts

Loss of soil results in reduced crop production and higher management costs (such as seed and fertilizer).

Water Quality Impacts

Sediment can cause damage to fish and wildlife resources, water supply quality, recreational values, and habitat values.

Air Quality Impacts

Fugitive dust can cause public health and safety problems.

Economic Advantages of Compliance

Compliance with applicable federal, state, and local erosion control and storm water pollution prevention regulations can result in economic advantages, particularly if one considers the costs of non-compliance in terms of stop work orders, fines and lawsuits.

Some of the economic benefits accrued from an aggressive soil stabilization plan for a construction site may include:

- The potential for fines for non-compliance can be reduced or eliminated
- Stabilized slopes require less repair and are safer for maintenance crews
- Reducing short-and long-term erosion will result in less soil loss
- Negative public opinion, which can result in enforcement actions, can be minimized

- Liability exposure can be decreased

Some measurable costs resulting from non-compliance include:

- Removal of silt deposits from storm drains and ultimately, water bodies
- Reduction of water storage capacities of reservoirs
- Increased water treatment costs
- Increase in flooding hazards

Environmental Advantages of Compliance

When we attempt to positively address one aspect of environmental quality, there are usually many side benefits. Erosion and sediment control is no exception. Some of the environmental benefits of effective erosion and sediment control can be:

- Protection of fish spawning areas, their food sources and habitat
- Reduction of toxic materials that are introduced into the environment by their attachment and transport by sediment particles
- Lower impact on commercial fisheries
- Improved water storage capacities in lakes and reservoirs
- Protection of soil as a resource, thereby maintaining a future of diverse and beneficial uses
- Protection of human and wildlife uses of receiving waters

This information came from *How to Select, Install and Inspect Construction Site Erosion and Sediment Control BMPs for NPDES Storm Water Permit Compliance* workbook, IECA, June 2001.



International Erosion Control Association

Media Release

January 19, 2006

For Immediate Release

International Erosion Control Association
Contact: Rebecca Milot-Bradford
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IECA Announces *Member Get A Member* Contest Winners

Steamboat Springs, CO. Tanya Lelo of Mill Hall, Pennsylvania and Shirley Morrow, CPESC, of Bentonville, Arkansas are the winners of the International Erosion Control Association's (IECA) 2005 Member Get A Member contest. The annual competition is designed to grow the IECA membership and allow members to win rewards for referring their colleagues to the association. Lelo and Morrow tied in the competition to recruit the most new members, and will each receive \$250 and be recognized on the prestigious Ambassador traveling plaque.

Over 60 members participated in the 2005 contest. Says Lelo, "The organization has helped me so much professionally, I'm only happy to help give back in whatever way I can. Bringing on new members to help grow the organization and share with them what we have to offer is always exciting!"

"Word of mouth is one of the main ways we recruit new members, so the Member Get A Member campaign is a crucial part of IECA's annual membership drive. I think our members understand that our strength is in our numbers—more members means more resources and knowledge for everyone," explains Ben Northcutt, IECA Executive Director.

Contest details can be found on the IECA web site at www.ieca.org/Membership/GetaMember. The contest ends on December 31, 2006.

About IECA

The International Erosion Control Association (IECA) is the world's oldest and largest association devoted entirely to helping members solve the problems caused by erosion and its byproduct – sediment. Founded in 1972, IECA is a non-profit organization that serves as the premier global resource for the prevention and control of erosion. For more information about state-of-the-art educational events and materials, please visit our web site at www.ieca.org.



International Erosion Control Association

Media Release

June 20, 2006

For Immediate Release

International Erosion Control Association

Contact: Becky Milot-Bradford

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IECA Draws Line Between Natural and Human Accelerated Erosion

Steamboat Springs, CO. The causes of erosion and increased sedimentation in our waters are varied and complex. The results of erosion are just as broad, ranging from amazing natural beauty such as the Grand Canyon to disastrous flooding and the destruction of wildlife habitats.

While it is not always possible or essential to protect land from the effects of natural erosion, there are many measures that can be taken to prevent erosion caused by humans. But first a distinction between natural erosion and human accelerated erosion must be made.

The International Erosion Control Association (IECA) has issued a position statement defining “human accelerated” and “natural” erosion. The statement draws a line between problems triggered by natural events such as hurricanes which are often intensified by human causes such as vegetation removal and land development.

The IECA is a source for information and strategies to combat human accelerated erosion and to control natural erosion which threatens human developed property and activities.

Read more about the distinction between human accelerated erosion and natural erosion at <http://www.ieca.org/membersonly/CMS/Content/PolicyPaper/ASPFile.asp?path=Object191ASPEnglish.asp&id=191>

For more information about controlling human accelerated erosion visit www.ieca.org.

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International Erosion Control Association

For Immediate Release

April 11, 2006

Contact: Kate Nowak
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IECA's Muddy Water Blues Field Day Returns to Franklin, Tennessee

Steamboat Springs, CO. The International Erosion Control Association (IECA) will be returning to Franklin, Tennessee May 10 & 11 to present *Muddy Water Blues*, a classroom and field day educational event aimed at helping the construction industry stay compliant with today's stormwater regulations. The event, sponsored by the City of Nashville, City of Franklin, Williamson County and the Southeast Chapter of IECA, will take place at the Ag EXPO Park in Franklin.

With the implementation of the EPA's Phase II regulations and local requirements such as the Tennessee Department of Environment and Conservation's (TDEC) Construction General Permit, knowledge of proper erosion and sediment control techniques and stormwater quality protection becomes critical to avoid fines and stay compliant with local and federal regulations.

Muddy Water Blues begins with a day of intensive classroom training. Attendees are able to choose from TDEC's Level 1 workshop "Fundamentals of Erosion Prevention and Sediment Control for Construction Sites" or "Designing for Effective Sediment and Erosion Control on Linear Construction Sites," presented by Dr. Jerald S. Fifield, CPESC.

The following day the lectures come to life at the field day. Industry professionals will see more than 30 Best Management Practices (BMPs) installed. IECA instructors will be on hand to further explain proper installation, uses and conditions for each product. Equipment demonstrations will show how today's technology can make stormwater protection and erosion control easier and more efficient.

"Coupling the field day with technical presentations gives a more complete picture of each BMP," said Beth Chesson, CPESC, CPSWQ, Senior Project Manager for Civil and Environmental Consultants, Inc. and President of IECA's Southeast Chapter.

Case studies and short sessions on topics ranging from pervious concrete to inspections and maintenance will be presented by local and regional authorities such as Dwane Jones, Assistant Area Specialized Agent,

--More--



International Erosion Control Association

Environmental Education, North Carolina State University-Cooperative Extension; Michael Hunt, Manager of Metropolitan Government of Nashville and Davidson County, Metro Water Services, NPDES Program; and Dr. Heather Brown, Associate Professor at Middle Tennessee State University.

“We think education is the problem solver,” said Don Green, Stormwater Coordinator for the City of Franklin. It is imperative that engineers, land developers and contractors become educated about better site design, ways to reduce run-off and improve the quality of the water leaving their site, said Green.

For more information about the sessions offered at *Muddy Water Blues* or to register for the event, visit www.ieca.org.

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International Erosion Control Association

Media Release

August 15, 2005

For Immediate Release

International Erosion Control Association

Contact: Becky Milot-Bradford

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IECA Announces Board Candidates

Steamboat Springs, CO. The International Erosion Control Association (IECA) announces three candidates for positions on its 2006 Board of Directors. The successful candidates will take office in February 2006.

IECA's Board of Directors is the governing body of the association. It consists of nine members serving three-year terms with three directors being elected each year. It is the policy of IECA to maintain a balanced distribution of professional affiliations on the Board. However, the actual composition is determined by the membership through the nomination and voting processes.

Candidates

Ron Faucher, CPESC, has worked in watershed protection for 40 years in various capacities and today is the Source Protection Coordinator at Portland (Maine, USA) Water District. He served on IECA's Awards Committee and is currently on the Membership Advisory, Student Resources, Chapter Advisory and FAST committees. He has been a member of IECA since 1988, when he attended his first conference, and is a proud member of the Decade Club. He serves as secretary for the Northeast Chapter and is currently Administrative Vice President of the IECA Board of Directors.

Becky Gauthier is the Western Regional Manager for Mat, Inc., and has worked in the erosion control industry since 1990. She is currently the president of the Pacific Northwest Chapter of IECA and has served on the Chapter Board of Directors since 1999. Becky has also served as the Secretary of the IECA Board of Directors, and chaired both the Chapter Advisory Committee and the Student Resources Committee.

Lee Johnson, CPESC, has been with the Geo-Fabrics/Erosion Control Division of the Buckley Powder Co., Englewood, Colorado, USA for the past 17 years and has been involved in all facets of the erosion control industry for 20 years. He has held CPESC certification since 1993. Lee is an active member of numerous organizations that are involved in erosion, sediment control and revegetation programs, including: IECA; Mountain States Chapter, IECA; American Society for Testing and Materials; Golf Course Builders Association of America; Colorado Contractors Association; in addition to other local and regional associations.

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