

www.waterloop.org

Exploring
Solutions



waterloop

a nonprofit media outlet

ABOUT WATERLOOP

WATERLOOP IS...

A nonprofit media outlet practicing solutions journalism.

Content about people and projects that are advancing sustainability and equity in water.

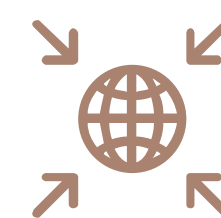
An industry leading podcast plus videos and social media.



SPOTLIGHT
SUCCESS



RAISE
AWARENESS



INSPIRE
EFFORT

WATERLOOP PODCASTS

TOPICS & GUESTS.

waterloop covers the full range of water topics and speaks with a variety of experts. The outlet also produces series that take an in-depth look at critical issues such as PFAS and lead pipes.

TOPICS

- Drinking water
- Policy and funding
- Health of waterbodies
- Infrastructure and utilities
- Data and technology
- Climate adaptation
- Coastal resilience
- Environmental justice

GUESTS

- Policymakers
- Utility staff
- Businesspeople
- Nonprofit leaders
- Government officials
- Journalists & authors
- Scientists
- Advocates
- Impacted individuals



**EPISODE
#179**



with **Jane Hoppin & Jamie DeWitt**

***THE PFAS PUZZLE:
Lessons On Health***

A SERIES



**EPISODE
#176**



with **Angela Bricmont & Ed Harrington**

***FUNDING TO FIGHT LEAD:
HOW DENVER DID IT***

A SERIES

DIVERSE VOICES & EMERGING LEADERS.

In addition to interviewing prominent leaders and experts, waterloop provides a platform for emerging leaders and diverse voices that have historically been underrepresented in management, media coverage, and speaking opportunities.



#170
**CHANGING THE
COLOR OF WATER**
Jose Aranda



#181
**THE ELEVATION OF
DEI IN LOS ANGELES**
with Cathie Chavez-Moris



#162
**MENTALITY
OF A MENTOR**
Tim Alston



#183
**INSIDE PHILLY'S
GREEN MACHINE**
with Stephanie Chiorean



FEBRUARY 8, 2023

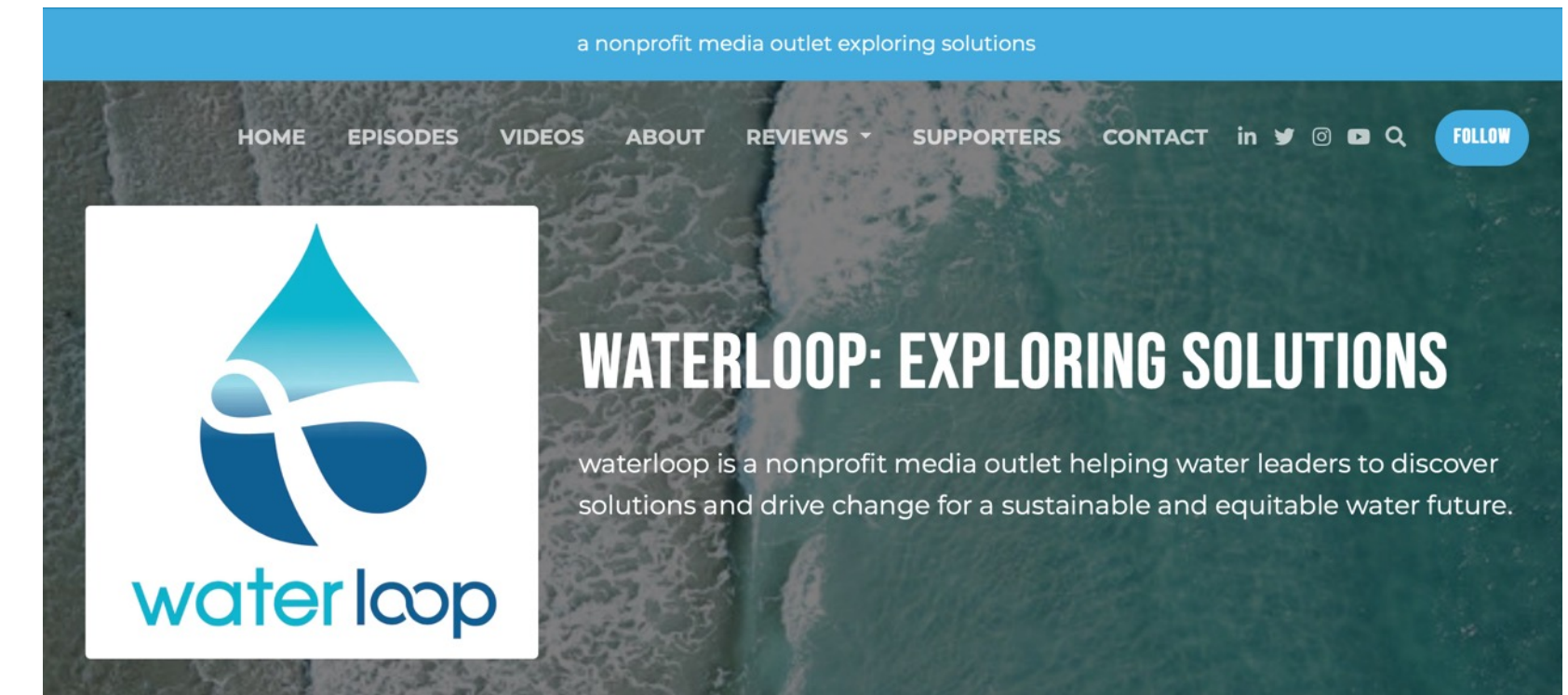
NEW ORLEANS,
LOUISIANA

FILMMAKING FOCUS.

To supplement online interviews, waterloop visits locations around the country to leverage the power of visual storytelling and high-end film production.

CONTENT DISTRIBUTION.

Video versions of the podcast are published on the waterloop YouTube channel and on the website.



Audio versions of the podcast are distributed across leading podcast platforms including Apple, Spotify, Google, Audible, and Pandora.



Podcast episodes and video clips are posted on the social media platforms of Facebook, Instagram, Twitter, Linked-In, and Tik Tok.



WATERLOOP AUDIENCE.

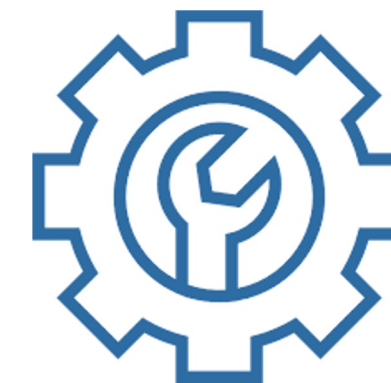
The outlet is a leading and trusted source for water news, information, and commentary. Its audience features a diverse cross-section of the water sector and beyond.



WATER
UTILITIES



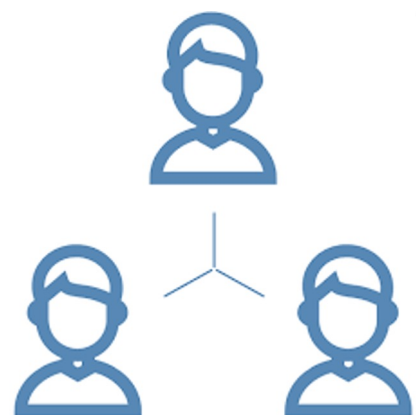
GOVERNMENT
AGENCIES



ENGINEERING
FIRMS



TECHNOLOGY
COMPANIES



INDUSTRY
ASSOCIATIONS



ENVIRONMENTAL
GROUPS



UNIVERSITIES &
RESEARCH ENTITIES

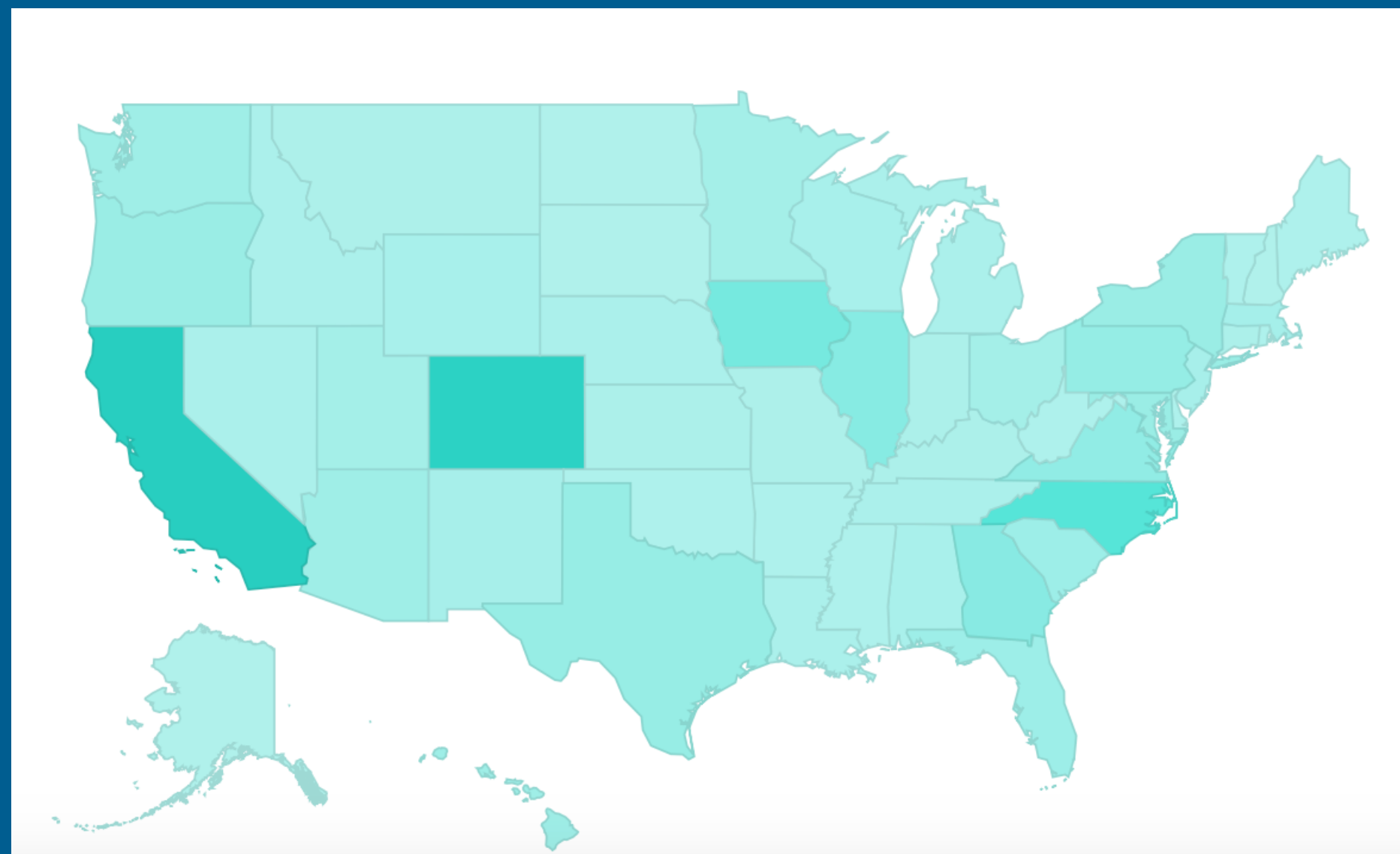


CURIOUS
PUBLIC

AUDIENCE GEOGRAPHY.

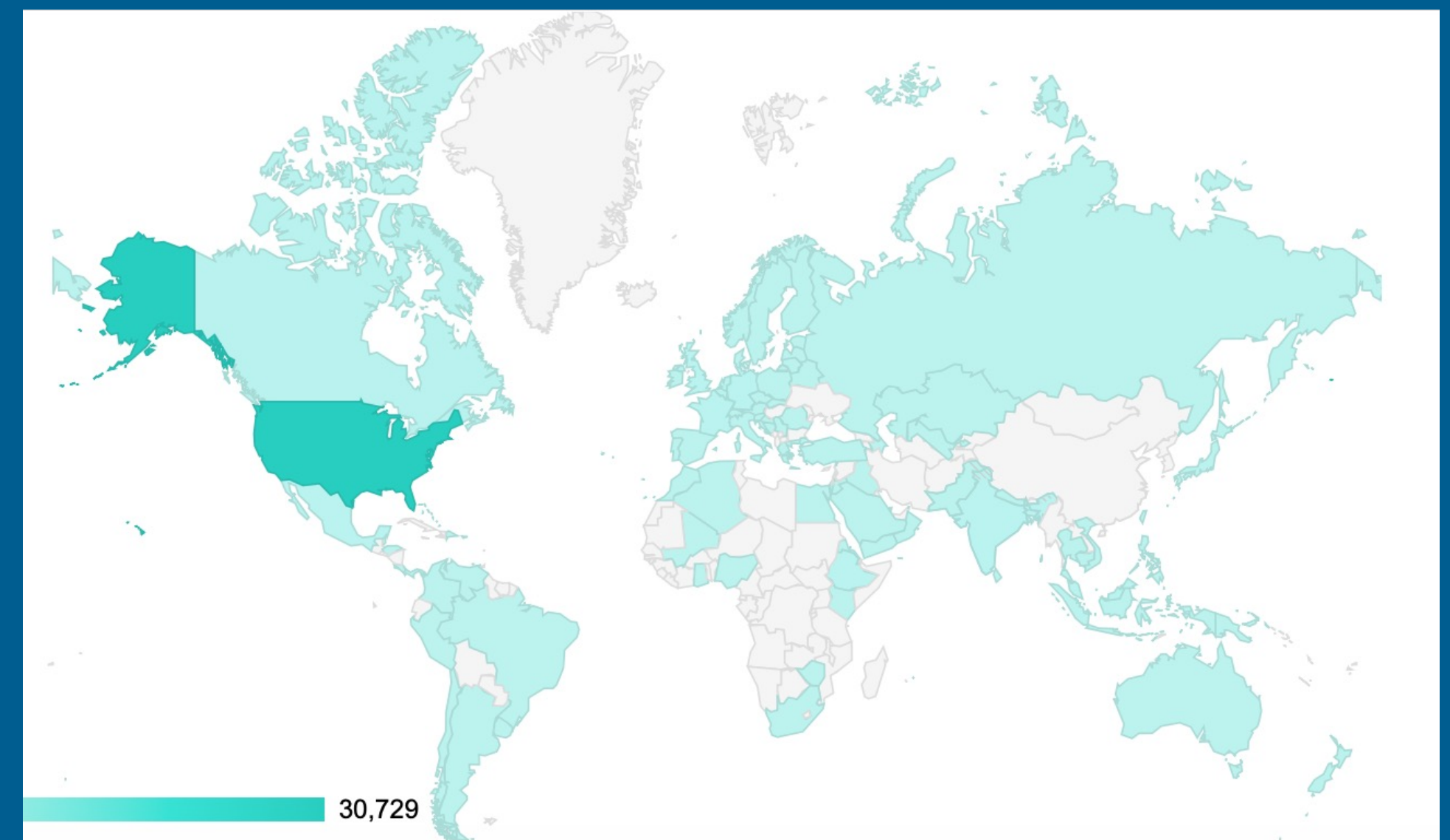
U.S. 50 STATES

U.S. listeners from 50 states led by California, Colorado, North Carolina, Iowa, Georgia, Illinois, Pennsylvania, Virginia, Oregon, and Maryland



International 100 COUNTRIES

An 18% international audience with listeners from 100 countries led by Canada, India, Germany, Malaysia, Iran, France, Ethiopia, United Kingdom, Netherlands, and Mexico



CONTENT REACH.

Since 2020, waterloop has published over 180 podcast episodes and related content including video segments.




2,000+

MONTHLY PODCAST
DOWNLOADS




50,000+

MONTHLY VIDEO VIEWS



1 MILLION+

TOTAL VIEWS OF VIDEOS



45,000+

TOTAL SOCIAL MEDIA
FOLLOWERS



100,000+

MONTHLY IMPRESSIONS
ON SOCIAL MEDIA



3.5 MILLION+

TOTAL SOCIAL MEDIA
IMPRESSIONS



TRAVIS LOOP

FOUNDER PRODUCER HOST.

- ➔ Travis Loop is a knowledgeable and connected water sector insider with more than 20 years of experience in media and communications.
- ➔ He formerly directed communications for the U.S. Environmental Protection Agency's Office of Water, the Water Environment Federation, and the Chesapeake Bay Program.
- ➔ He is on the Board of the WATERway NC, a nonprofit that gathers resources to help Wilmington-area families maintain water and sewer services.

NONPROFIT STATUS.

waterloop is an Environmental Partner of 1% For The Planet, an alliance of more than 4,000 business and individual members that give back financially to support environmental nonprofits.



WATERLOOP SUPPORTERS.

Foundations, organizations, and companies have supported production of content, including for issues and locations of mutual interest.

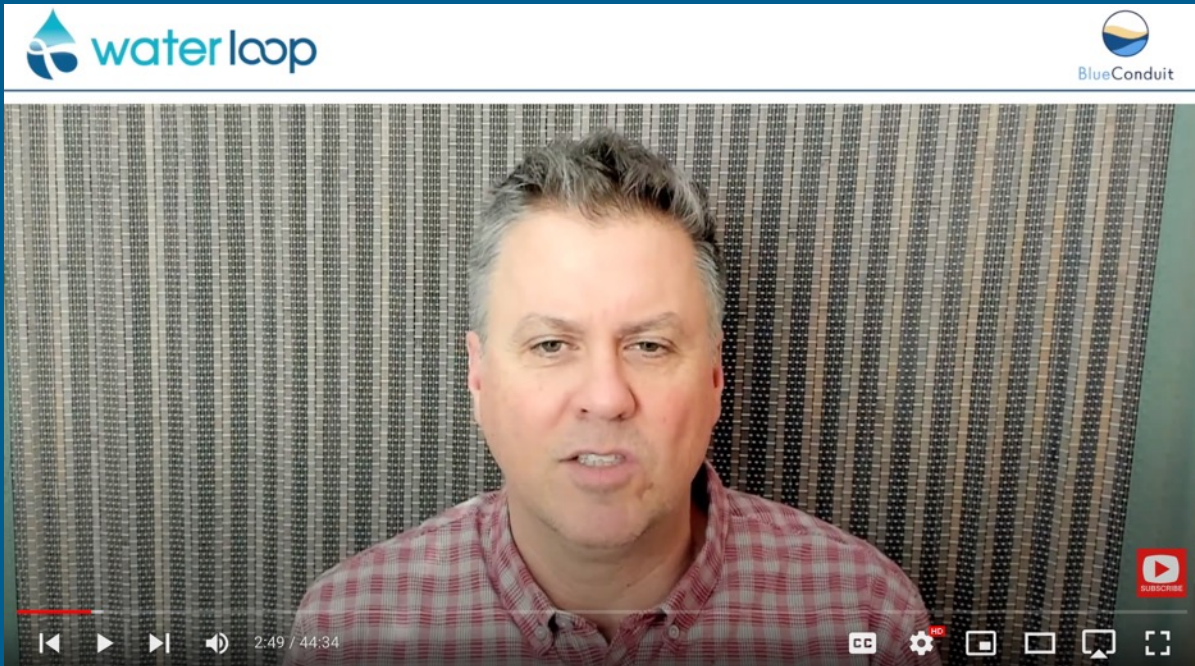


SUPPORTER RECOGNITION.

Supporters receive extensive recognition and visibility within waterloop's engaged, diverse, and growing audience.

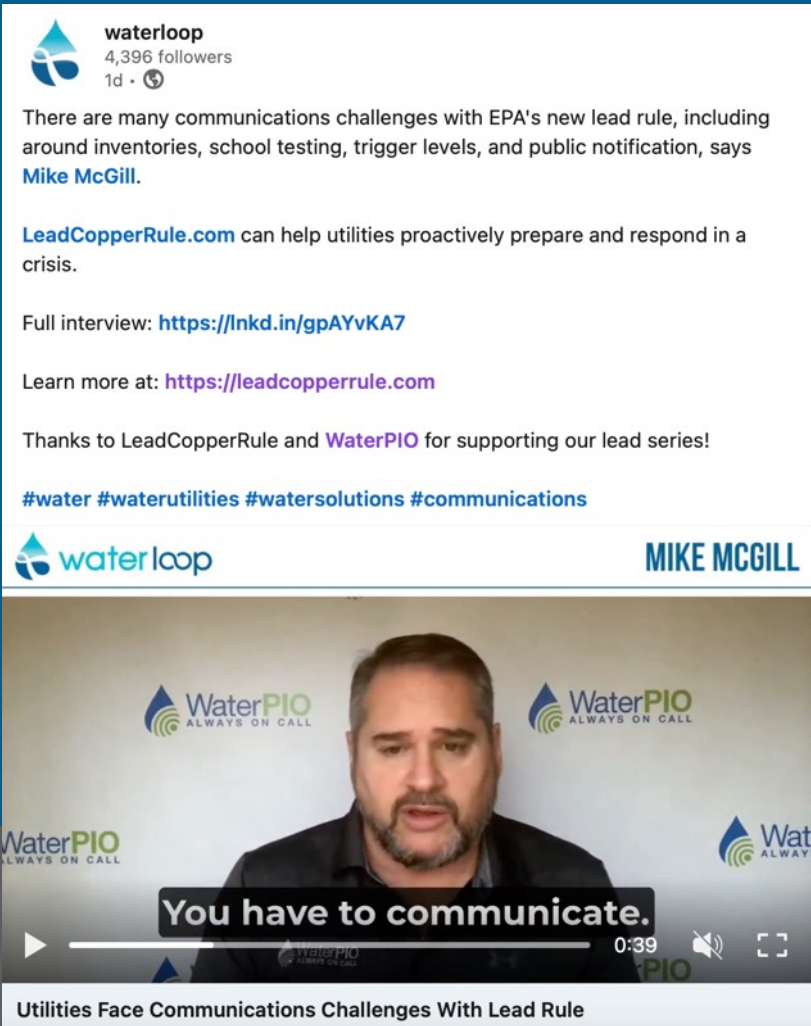
PODCASTS

Commercial in opening of podcast episodes and recognition in text of episode descriptions that appear on all platforms including Apple and Spotify.



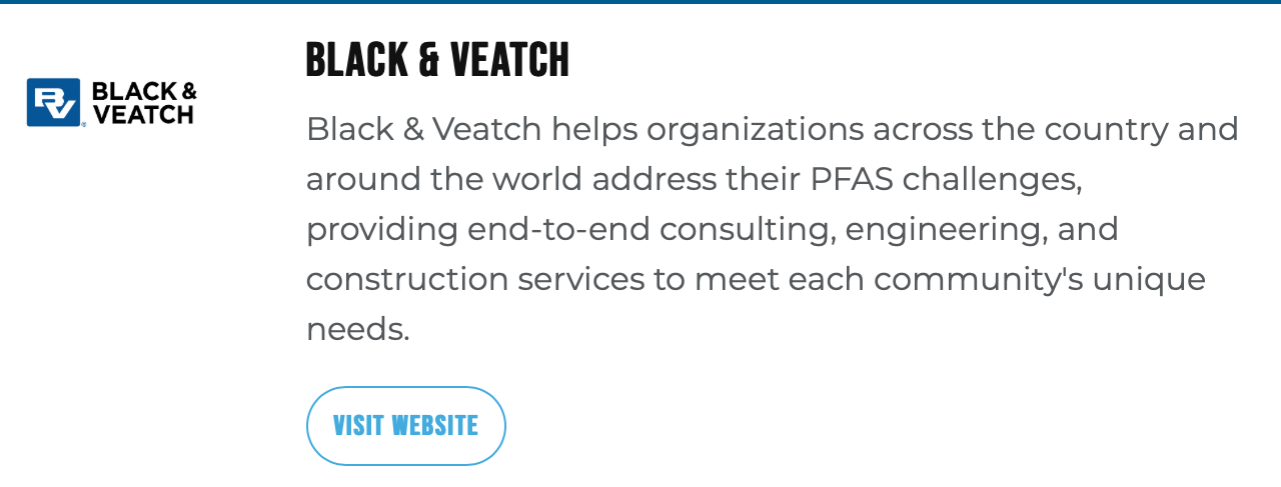
SOCIAL MEDIA

Promotional posts with video on Linked-In, Twitter, Instagram, Facebook, and Tik Tok.



WEBSITE

Display of supporter's logo, acknowledgement of funding support, and link to funder website on the waterloop website.



EMAIL

Email to waterloop subscribers features display of logo, recognition of funding support, and link to funder website.





FOR FUNDING

SERIES PROPOSALS.

- ➔ waterloop aims to produce several new series in the coming months and throughout 2024. A four-part series would reach an audience of 200,000+.
- ➔ Series concepts including coastal resilience for Eastern seaboard cities,, equity for underserved communities, water progress for rural areas, cities with innovative solutions, driving sustainability through sports, and methods for treating PFAS.
- ➔ Supporters of these series receive extensive recognition and visibility throughout the content.



THANK YOU



CONNECT WITH US:



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