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.
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
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 Aiston

#183 INSIDE PHILLY’S GREEN MACHINE
with Stephanie Chiorean
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.
U.S. listeners from 50 states led by California, Colorado, North Carolina, Iowa, Georgia, Illinois, Pennsylvania, Virginia, Oregon, and Maryland

International audience from 100 countries led by Canada, India, Germany, Malaysia, Iran, France, Ethiopia, United Kingdom, Netherlands, and Mexico
Since 2020, waterloop has published over 180 podcast episodes and related content including video segments.

- **Monthly Podcast Downloads**: 2,000+
- **Monthly Video Views**: 50,000+
- **Total Views of Videos**: 1 Million+
- **Total Social Media Followers**: 45,000+
- **Monthly Impressions on Social Media**: 100,000+
- **Total Social Media Impressions**: 3.5 Million+
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.
Foundations, organizations, and companies have supported production of content, including for issues and locations of mutual interest.
Supporter Recognition

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 LinkedIn, 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.

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

Black & Veatch
Black & Veatch helps organizations across the country and around the world address their PFAS challenges, providing end-to-end consulting, engineering, and construction services to meet each community’s unique needs.

120Water
120Water’s digital water solution protects public health now and in the future by combining cloud-based software and digital sampling kits to help execute water safety, compliance, and wastewater monitoring programs.

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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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