

Community Outreach & Education

Monday, July 13

Updates

- Outlining a **robust & scalable model education & outreach program** that can be used across the watershed & replicated across the state
- Building from what's already happening in the watershed and the insights from experts, the program will include **suggestions for improved & expanded opportunities** for:
 - K-12 learning
 - Adult learning & watershed stewardship training
 - Outreach events & campaigns
 - Recreational engagement & safety
- Grateful for the incredible work and partnership of all stakeholders!

Requests

- Does your Working Group have education & outreach needs or recommendations?
- Grace will be reaching out to discuss ASAP.
- We'd like to integrate and support any related goals that you have!



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Updates

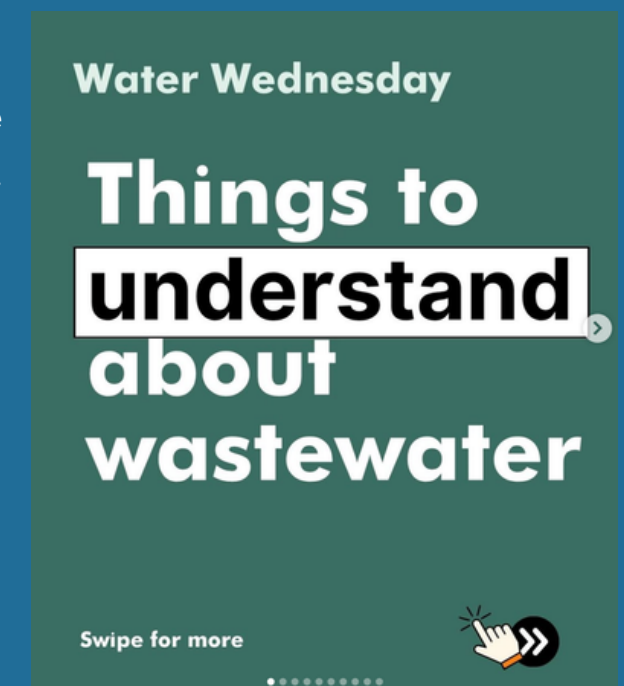
- Developing a **communications toolkit & landing page** that can be used by all watershed stakeholders & replicated across the state
- The toolkit will include:
 - Ready-to-use social media content - graphics, caption copy, posts that can be used across several platforms
 - Topics organized by quarter for year-round engagement
 - High-resolution video and photos of the watershed
 - Training materials on how to use the toolkit
- HC has contracted with a watershed leader to take professional video and photos from all sections of the watershed and in all seasons. TVA and TWF will also contribute B-roll and other collateral.
- HC has an army of summer interns who are organizing content.

Requests

- Does your Working Group have communications & marketing needs or recommendations?
- Grace will be reaching out to discuss ASAP.
- We'd like to integrate and support any related goals that you have!

Example Post:

Toolkit materials will be branded appropriately. Stay tuned!



Duck River Education Days

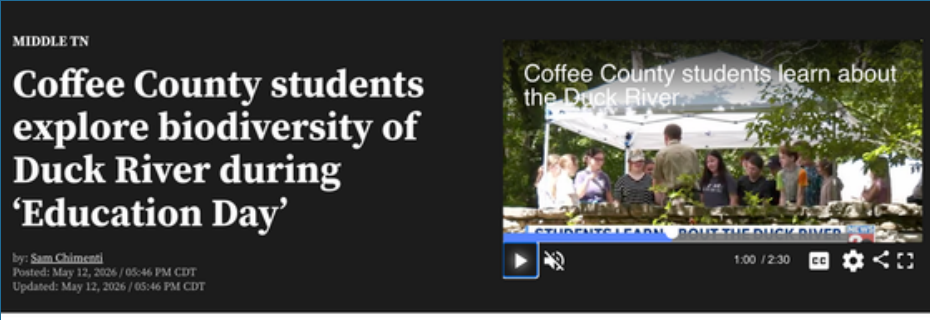
Duck River Agency & Community Partners

2025

- May 5 - Bedford County
- November 7 - Marshall County
- November 12 - Spring Hill

2026

- May 8 - Bedford County, River Bottom Park
- May 12 - Coffee County, Old Stone Fort State Park
- May 14 - Hickman County, Centerville River Park
- More to come in the Fall!



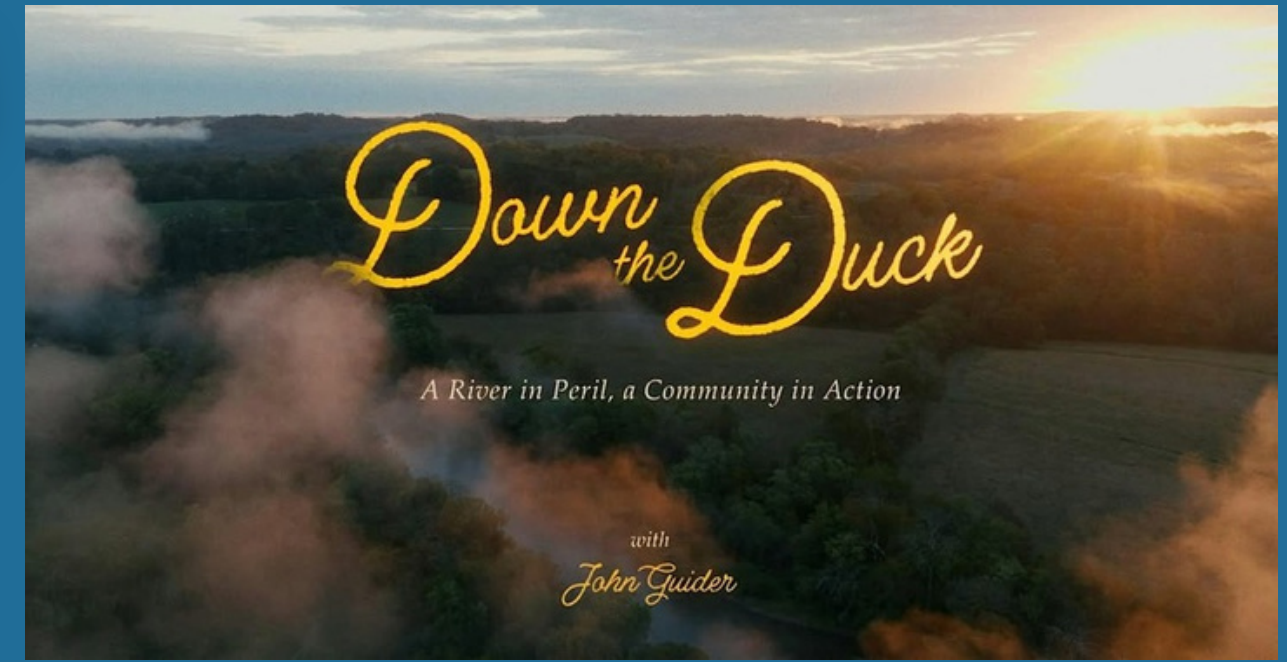
Press Engagement

- WKRN
- Marshall County School System

Down the Duck Screenings

June 12 at The Mule House, Columbia

- First in-watershed screening feat. popcorn and food trucks!
- 500+ attendees - Sold Out!
- Co-hosted with Friends of the Duck, Harpeth Conservancy, PBS; Opening Remarks by Gale Moore (Friends of the Duck)
- Panel discussion included April Grippo (TDEC), Becky Magura (PBS), John Guider, Grace Stranch (HC), Sarah Gilliam (Friends of the Duck), moderated by Marie Campbell (HC)



NEWS

'Down the Duck' doc to host free public screening at The Mulehouse



Jay Powell

Columbia Daily Herald

June 10, 2026, 5:03 a.m. CT

Maury County residents are invited to a special screening of the Nashville PBS documentary "Down the Duck with John Guider" this week in Columbia.

The event is scheduled for 6 p.m. June 12 at The Mulehouse, 812 S. High St.



Press Engagement

- [NewsChannel 5](#)
- [Columbia Daily Herald](#)
- [Mainstreet Media Maury.](#)
- [The Muletown Journal](#)

Down the Duck Screenings – Up Next!

July 11 at Henry Horton State Park, Chapel Hill

- Part of the Duck River Expo

July 25 at Common John Brewery, Manchester

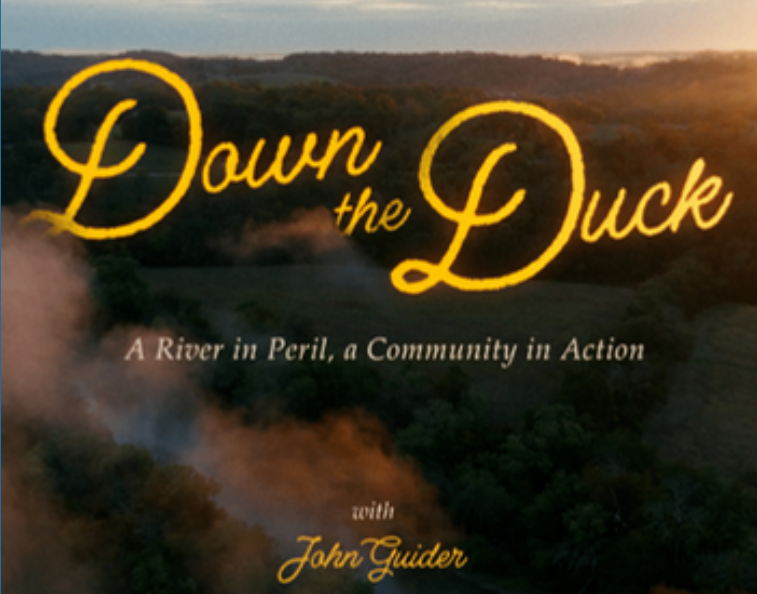
- Co-hosted with Duck River Watershed Society

August 6 at Patagonia Nashville

- Co-hosted with HC

Planning Underway:
Centerville, Tennessee Tech

Register
Here!



DOWN THE DUCK FILM SCREENING

A river journey, a Tennessee story, and a reminder of
what's worth protecting.

JULY 11, 2026
DOORS OPEN AT 1 PM

**AT HENRY HORTON
STATE PARK**

Valid for one unforgettable journey downstream.

Nashville  PBS ARCHAEA  HARPETH
CONSERVANCY

Event Marketing Example