

**SAMPLE MEDIA ADVISORY – WATER WARS LECTURE**

For Immediate Release  
(DATE)

Contact: (NAME)  
(ORGANIZATION)  
(PHONE NUMBER)  
(E-MAIL)

**MEDIA ADVISORY**

(NAME OF INSTITUTION ANNOUNCES WATER WARS LECTURE BY NAME OF LEGAL SCHOLAR)

WHAT: Water Wars Lecture

The Water Wars Lecture, the first in a series of public programs for Moving Waters, will provide the context and history of the complexity of the Colorado River water rights. The lecture will cover the critically important 1922 Colorado River Compact, the “bill of rights” that allocated the river’s resources and set the stage for waging water wars that continue today.

WHO: (NAME OF LEGAL SCHOLAR WITH TITLE OR SENTENCE ON BACKGROUND)

Sponsored by:  
(NAME OF LOCAL INSTITUTION)  
(NAME OF STATE HUMANITIES COUNCIL)

WHEN: (LOCATION)  
(ADDRESS / DIRECTIONS)

WHY: The Water Wars Lecture is part of a seven-state humanities council project, Moving-Waters: the Colorado River & the West, to tell the story of the Colorado Rive and its watershed. Although 25 million people are dependent on the Colorado River, few are aware of its presence. In the past, decisions about the river were made by big business and government. Today, the public has an opportunity to take part in those decisions which makes it important for people to understand the river through its lore, literature and complex history of legal rights.

HOW: Arizona, California, Colorado, New Mexico, Nevada, Utah, and Wyoming are participating in this far-reaching project which is funded by a grant from the National Endowment for the Humanities and the Ford Foundation.

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