



## A Day in the Life (ADIL) Media Packet

Please be sure to share this media packet with anyone in your organization responsible for media relations, student permissions, and event coordination. This ensures that all relevant parties are informed about the event details, liability, and photo release information.

### Event Overview

"A Day in the Life" (ADIL) is an experiential research program where students, teachers, community volunteers, and environmental experts collaborate to collect water quality data and biological inventories along their local estuary. This hands-on project helps participants develop an appreciation for and knowledge of the Lagoon and the current health issues and stressors facing the estuary.

### ★ Important Information for Participants ★

#### Press Release and Media Coverage

- We will be issuing a press release about the ADIL project to share the event's significance and impact. We encourage you to share with your media team or contacts.
- Photographs and videos will be taken during the event to document the activities and highlight participant engagement.
- There may be press representatives from print and TV in attendance.

#### Media Coverage Opt-Out

- If your site prefers not to have press coverage, please submit a written request via e-mail to [mweiss@teamorca.org](mailto:mweiss@teamorca.org) by at least 6 days prior to the event.

#### Photo and Video Release

- By participating in the ADIL event, you acknowledge that photographs and videos of students and participants may be taken by ORCA and local media.
- If there are any students who should not be photographed or filmed, teachers and chaperones are responsible for informing staff and media that day, and ensuring the privacy of the student.

#### Liability and Responsibility

- Schools assume the responsibility of student safety and liabilities during the event.
- Your school or group must ensure that all participating students/community members have signed liability waivers and photo release forms.

## Encouraging Social Media Engagement

- We encourage all participants to take their own pictures and share their experiences on social media. Be sure to tag ORCA at:
  - **Facebook:** @teamorca
  - **Instagram:** @team\_orca\_
  - **X (formerly Twitter):** @teamorca
- Suggested social media posts:
  - Our students are stepping into the role of citizen scientists with @teamorca for *A Day in the Life of the Lagoon*! Through fieldwork and data collection, they're gaining a deeper understanding of the ecosystem that makes our community so special.
  - We're proud to be a part of *A Day in the Life of the Lagoon* with @teamorca! Today, our students are learning firsthand about the importance of water quality and conservation. This experience is a fantastic opportunity to connect classroom learning with real-world science.
- Suggested hashtags: #ADIL #ADayintheLife #ADayintheLife2025  
#IndianRiverLagoon #LakeWorthLagoon #CitizenScience #TeamORCA #realworld science

## Sharing your photos

- Please feel free to share your photos with us using this link. (*Create a new folder with your school/organization's name.*) [https://drive.google.com/drive/folders/1QrHo9f1J8Ui1mZ5a4hR-8lC31JKPsG\\_8?usp=sharing](https://drive.google.com/drive/folders/1QrHo9f1J8Ui1mZ5a4hR-8lC31JKPsG_8?usp=sharing)

## Contact Information

- For any questions or concerns, please contact: Missy Weiss [mweiss@teamorca.org](mailto:mweiss@teamorca.org)

## Press Releases

[2025 ADIL Press Release](#)

Thank you for your collaboration and support in making the "A Day in the Life" project a success. We look forward to an engaging and educational experience for all participants.