Header for newspaper submissions: Editor: In the public interest and in accordance with Federal Aviation Administration regulations, [Water District] is announcing this low-level airborne project. Your assistance in publicizing this information is appreciated.

For Immediate Release Water District

Road, City, CA 12345 (123)123-1234

Date

Helicopter to make low-level flights over [geographic region of survey]

Sometime in [span of time when flying is to occur], residents of [town(s) close to the AEM survey] may see an unusual sight in the sky: a low-flying helicopter carrying a large hexagonal frame. This unique equipment is part of a project planned by [Water District and any collaborators] to map subsurface aquifers in the area in order to improve our understanding of the available groundwater resources.

During the survey, instruments suspended below a helicopter, approximately 100 feet above the ground, will collect measurements of the subsurface along pre-planned flight lines. The measurements are made by creating an electromagnetic signal that interacts with the geologic materials beneath the land surface, stimulating a response from those materials and generating a signal that is picked up by receivers. The technology allows for fast data acquisition from the air: data are continually acquired while the helicopter flies at 50 to 75 miles per hour. After collecting and processing the data, images are produced to reveal the detailed variation in the electrical properties of the region below the ground, down to 1,000 feet below the ground surface along the flight lines. These data, when combined with well data and knowledge of the geology, allow us to refine the picture—in three dimensions—of the geographic extent of sands, gravels, clays, and other geologic materials that make up the aquifers of the regional groundwater system.

If you happen to be near the helicopter during the AEM survey, rest assured that the intensity of the magnetic field generated by the AEM transmitter is safe: it is near or below $1/100^{\text{th}}$ of the accepted general public exposure level across all frequencies¹. At 60 hertz, the magnetic field experienced by standing next to the transmitter (about 0.35 μ T for the SkyTEM 304 system²) is about the same as if you stood 1 foot away from your toaster³.

The study will take place in [specific geographic region(s) of the survey]. The current plan is to have the flying take place for a [x-day] period between [start date of survey] and [end date of survey], during daylight hours, but the flight period may need to be extended due to delays

¹ International Commission on Non-Ionizing Radiation Protection. (2010). Guidelines for limiting exposure to timevarying electric and magnetic fields (1 Hz to 100 kHz). *Health physics, 99*(6), 818-836.

² Gisselø, P. *Transmitted field frequency content*. Memo to SkyTEM Surveys ApS, Aarhus, Denmark. 17 January 2013.

³ Long Island Power Authority. (2005). *Magnetic Field Levels around the Home* [Brochure]. Retrieved from http://ehs.ucsd.edu/LBCI/LIPA_Magnetic_Field_Levels_Around_Homes.pdf

related to weather or equipment. We also note that the start of the survey might be delayed by one or two weeks, or longer; so please check the following website for up to date information as to the days of the survey: [website]. The helicopter will fly lines over a flight path designed to get the best available data from the subsurface. A total of [total distance of flight lines in line-miles] miles ([total distance of flight lines in line-kilometers] km) will be flown. The helicopter will not fly over businesses, homes, other inhabitable structures or confined animal feeding operations.

[AEM surveying company] will conduct the airborne geophysical survey. Experienced pilots, who are specially trained for low-level flying required for geophysical surveys, will be operating the helicopter. The company follows the established Federal Aviation Administration rules and regulations in accordance with U.S. law. For more information please visit the [Water District] Website, [www.waterdistrict.org/]