Hi Daniel.

Good timing.
I called key media outlets this morning and spoke directly with the reporters who cover salinity issues. Most seemed interested in doing a story in advance of the workshops, but all were willing to at least print announcements letting the people know about them.

Those media contacts from today were:

1. Tracy Cone, Associated Press
2. Courteney Edelhart, Bakersfield Californian
3. Bob Rodriguez, Fresno Bee
4. Mary Lee Vellinga and Matt Weiser, Sacramento Bee

In addition, I have done two press release distributions to the contacts on the lists attached. The first distribution went out on on March 25, the second on April 8.

I will do one final distribution on April 19 or 20. (A lot of journalists don't get to something until just before it happens.)

Thanks!
Deniene

Deniene Husted
SDR Consulting
dhusted@sdrpr.com
714-423-9753 - cell
714-524-6022 - office

--- On Wed, 4/14/10, Daniel Cozad <dcozad@verizon.net> wrote:

From: Daniel Cozad <dcozad@verizon.net>
Subject: Brief Report of press outreach
To: dhusted@sdrpr.com
Date: Wednesday, April 14, 2010, 1:42 PM

Deniene:

If you could compile the short report on the press outreach and successes in the next couple days that would be good.

You could update as final after the events in a couple weeks.
Summary

Distribution Name: regional.workshop.032510
Method Sent: E-Mail; Letter
Media Contact Count: 23
Media Outlet Count: 141
Media Contact Lists Used: regional.workshop.032510
Media Outlet Lists Used: Regional.workshop.032510

Recipient Results Detail

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<thead>
<tr>
<th>Media Contact</th>
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<tr>
<td>Adelman, Jacob</td>
<td>Associated Press (AP) - Los Angeles Bureau</td>
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<td>Adler, Steve</td>
<td>Ag Alert</td>
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<td>Antonius, Ben</td>
<td>Daily Republic</td>
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<td>Barker, Jim</td>
<td>KRKC-FM</td>
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<td>Boxall, Bettina</td>
<td>Los Angeles Times</td>
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<td>Brown, Steve</td>
<td>Capital Press</td>
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<td>Burke, Garance</td>
<td>Associated Press (AP) - Fresno Bureau</td>
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<td>Byron, Janet</td>
<td>California Agriculture</td>
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<td>Caldwell, Doug</td>
<td>Central Valley Business Times</td>
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<td>Campbell, Kate</td>
<td>Ag Alert</td>
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<td>Carroll, Gerald</td>
<td>Visalia Times-Delta</td>
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<td>Carter, Lloyd</td>
<td>KFCF-FM</td>
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<td>Cline, Harry</td>
<td>Western Farm Press</td>
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<td>Danekas, Sherry</td>
<td>Western Cowman</td>
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<td>Epson, Stevie</td>
<td>California Cattleman</td>
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<td>Goble, Ron</td>
<td>Dairy Profit Weekly</td>
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<td>Green, Rand</td>
<td>Produce News, The</td>
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Hacking, Heather
Larsen, Darl
Robinson, Peter
Taughter, Mike
White, Janet

Media Outlet
23 News at 11 PM - KERO-TV
29 Eyewitness Morning News - KBAK-TV
29 Eyewitness News at 11 PM - KBAK-TV
Action News AM Live - KFSN-TV
Afternoon Edition - KVON-AM
Afternoon News - KFBK-AM
Ag Alert
Ag Updates - KHTK-AM
Alert - California Chamber of Commerce
Almond Facts
America's Heartland - KVIE-TV
Angus, The Magazine
Appeal-Democrat
Arden Carmichael News
Arvin Tiller
Associated Press (AP) - Sacramento Bureau
Auburn Journal
Auburn Sentinel
Bakersfield Californian, The
Bakersfield News Observer
Bloomberg News - Sacramento Bureau
Calaveras Enterprise
California Advocate
California Channel, The
California Country - KXTV-TV
California Today
CBS 13 News at 10 PM - KOVR-TV
CBS 47 On Your Side at 11 PM - KGPE-TV
Cedar County Republican
Central Valley Business Journal
Central Valley Business Times
Central Valley Chronicles -

Chico Enterprise Record
California Dairy
Animal Feed Science and Technology
Contra Costa Times
California Agriculture
KKDO-FM
KKTO-FM
KMAX-TV
KMYX-AM
KNCI-FM
KNCO-AM
KNCO-FM
KNEW-AM
KNZR-AM
KQCA-TV
KSBW-TV
KSEE 24 News at 4 PM - KSEE-TV
KTTA-FM
KTXL-TV
KUVS-TV
KVIE-TV
Lincoln News-Messenger
Livingston Chronicle
Lodi News-Sentinel
Loomis News
Los Angeles Times - Sacramento Bureau
Los Banos Enterprise
Madera Tribune
Merced County Times
Merced Sun-Star
Modesto Bee, The
Mountain Astrologer, The
Mountain Democrat
Napa Sentinel
Napa Valley Marketplace Magazine
Napa Valley Register
News 10 at 11 PM - KXTV-TV
News 10 at 5 PM Sunday - KXTV-TV
News 10 at 6 PM Sunday - KXTV-TV
News 10 Good Morning - KXTV-TV
North Sacramento News, The
North State BIA
Observer Group Newspapers of Southern California, The
Orange County Register - State Capitol Bureau
Patterson Irrigator
Record - Lodi Bureau, The
Record - Manteca Bureau, The
Record, The
River Valley Times
Riverbank News
Roseville Press-Tribune
Sacramento & Company -
KXTV-TV
Sacramento Bee - Online, The
Sacramento Bee, The
Sacramento Business Journal
Sacramento Gazette, The
Sacramento News & Review
Sacramento Observer
Sacramento Press
San Diego Union-Tribune -
Sacramento Bureau
San Francisco Business Times
San Francisco Business Times -
Online
San Francisco Chronicle
San Francisco Chronicle -
Sacramento Bureau
San Francisco Examiner
San Joaquin Farm Bureau
Federation News
San Jose Mercury News -
Sacramento Bureau
Sonora Union-Democrat
Tehachapi News
Turlock Journal
Valley Community Newspapers
Inc.
Valley Springs News, The
West Sacramento Press
woodland.workshop.032510

Deniene Husted
Summary

Distribution Name: woodland.workshop.032510
Method Sent: E-Mail; Letter
Media Contact Count: 2
Media Outlet Count: 3
Media Contact Lists Used: woodland.workshop.032510
Media Outlet Lists Used: Woodland.workshop.032510

Recipient Results Detail

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<tr>
<th>Media Contact</th>
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<tbody>
<tr>
<td>Riley, Tim</td>
<td>Daily Democrat</td>
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<td>Smith, Jim</td>
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Media Outlet:
Daily Democrat
Daily Democrat - Online
Your Hometown News
### Summary

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### Recipient Results Detail

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<td>Cantrell, Darrin</td>
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<td>Daniels, Dave</td>
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<td>Gaytan, Ernesto</td>
<td>KGEN-AM</td>
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<td>Goble, Ron</td>
<td>Western Dairy Business</td>
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<td>Green, Linda</td>
<td>Tulare Advance-Register &amp; Times</td>
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<td>Hall, Adriane</td>
<td>Tulare Advance-Register &amp; Times</td>
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<td>Hazelwood, Mike</td>
<td>Visalia Times-Delta</td>
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<tr>
<td>Hazelwood, Mike</td>
<td>Tulare Advance-Register &amp; Times</td>
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<td>Hendrix, Randy</td>
<td>Morning Show - KCRZ-FM, The</td>
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<tr>
<td>Houck, Jim</td>
<td>Visalia Times-Delta</td>
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<table>
<thead>
<tr>
<th>Media Outlet</th>
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<tr>
<td>El Sol</td>
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<td>Orange Cove And Mountain Times</td>
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<td>Porterville Recorder</td>
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<td>Southern Sierra Messenger</td>
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<td>Tulare Advance-Register &amp; Times</td>
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<td>Valley Voice</td>
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<td>Visalia Times-Delta</td>
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