

Daniel Cozad

From: Deniene Husted [dhusted@sdrpr.com]
Sent: Wednesday, April 14, 2010 1:57 PM
To: dcozad@intpln.com
Subject: Re: Brief Report of press outreach
Attachments: regional.distribution.032519.pdf; Urban neighborhoods.jpg; woodland.dist.032510.pdf

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 Velling 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
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--- 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.

regional.workshop.032510

Deniene Husted

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

Media Contact	Media Outlet
Adelman, Jacob	Associated Press (AP) - Los Angeles Bureau
Adler, Steve	Ag Alert
Antonius, Ben	Daily Republic
Barker, Jim	KRKC-FM
Boxall, Bettina	Los Angeles Times
Brown, Steve	Capital Press
Burke, Garance	Associated Press (AP) - Fresno Bureau
Byron, Janet	California Agriculture
Caldwell, Doug	Central Valley Business Times
Campbell, Kate	Ag Alert
Carroll, Gerald	Visalia Times-Delta
Carter, Lloyd	KFCF-FM
Cavanaugh, Patrick	California Dairy
Cline, Harry	Western Farm Press
Danekas, Sherry	Western Cowman
Epson, Stevie	California Cattleman
Goble, Ron	Dairy Profit Weekly
Green, Rand	Produce News, The

Hacking, Heather

Larsen, Darl

Robinson, Peter

Taugher, Mike

White, Janet

Chico Enterprise Record

California Dairy

Animal Feed Science and
Technology

Contra Costa Times

California Agriculture

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 -
KOVN-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 -

KVIE-TV
Ceres Courier, The
Colfax Record
Colfax Record - Online
Colusa Sun-Herald
Contra Costa Times - Sacramento
Bureau
Daily Midway Driller
Daily Recorder, The
Daily Republic
Davis Enterprise
East Sacramento News
El Sol
El Tiempo
Eyewitness News at 10 PM on Fox
58 - KBFX-TV
Farm News
Folsom Telegraph, The
Fox 40 in Focus - KTXL-TV
Fox 40 Live - KTXL-TV
Fresno Bee
Galt Herald
Georgetown Gazette
Good Day Sacramento - KMAX-TV
Granite Bay Press-Tribune
Inside Look - KAMB-FM
Insight - KXJZ-FM
KAZV-TV
KBFX-TV
KCBA-TV
KCRA 3 Reports at 6 PM -
KCRA-TV
KCSO-TV
KDOW-AM
KERN-AM
KERO-TV
KFBK-AM
KFPT-AM
KFSN-TV
KGEO-AM
KION-TV
KJOY-FM
KJSN-FM
KKBN-FM
KKCY-FM

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

Media Contact	Media Outlet
Riley, Tim	Daily Democrat
Smith, Jim	Daily Democrat

Media Outlet

Daily Democrat

Daily Democrat - Online

Your Hometown News

Tulare.workshop.032510

Deniene Husted

Summary

Distribution Name	Tulare.workshop.032510
Method Sent	E-Mail; Letter
Media Contact Count	10
Media Outlet Count	7
Media Contact Lists Used	Tulare.workshop.032510
Media Outlet Lists Used	Tulare.workshop.032510

Recipient Results Detail

Media Contact	Media Outlet
Cantrell, Darrin	KJUG-AM
Daniels, Dave	KJUG-AM
Gaytan, Ernesto	KGEN-AM
Goble, Ron	Western Dairy Business
Green, Linda	Tulare Advance-Register & Times
Hall, Adriane	Tulare Advance-Register & Times
Hazelwood, Mike	Visalia Times-Delta
Hazelwood, Mike	Tulare Advance-Register & Times
Hendrix, Randy	Morning Show - KCRZ-FM, The
Houck, Jim	Visalia Times-Delta

Media Outlet

El Sol
Orange Cove And Mountain Times
Porterville Recorder
Southern Sierra Messenger
Tulare Advance-Register & Times
Valley Voice
Visalia Times-Delta