

Draft Communication/Outreach

Audience Awareness

Fact Sheets would target three levels of awareness.

In preparation for upcoming Board presentations and key milestones, several information pieces, such as fact sheets, should be created for each targeted group.

Audiences are broken up into three categories based on the level of awareness:

- Highly Aware Audience would want technical information.
- Moderately Aware Audience would want information about how salts and nitrates impact their service and agency, and would want to learn what is being proposed.
- Low Awareness audience consists mostly of the public and the media. The information needs to be written in plain language. A Spanish version should also be developed.

The fact sheets would also be utilized to educate/inform reporters on the issue.

Highly Aware <i>Technical Fact Sheet</i>	Aware <i>Background Fact Sheet with link to Technical Fact Sheet</i>	Low Awareness <i>Plain Language Fact Sheet (include a Spanish version) with links to Technical and Background Fact Sheets</i>
<ul style="list-style-type: none"> • Formal members • Irrigated Lands Coalitions (Growers, SGMA outreach, etc) • Farm Bureau • Office of Legislative Affairs 	<ul style="list-style-type: none"> • Reporters • Larger discharge community • AG organizations and commodity groups • SGMA Groups (managers, public stakeholders) • Environmental Justice • Municipal and special districts • Storm Water and Flood Agencies 	<ul style="list-style-type: none"> • Reporters • Public • Oil & Gas groups (Society of Petroleum Engineers, Associations, etc.) • Environmental NGOs • Tribes • Regional Water Management Groups (IRWMP etc.) • County government land use planning entities (County Supervisors, City Councils, etc.) • Federal Water Agencies

Messaging Tools:

Coalition members recommend focus group testing and multi-media.

- Infographics
- Videos
- Focus groups to test messaging

Industry Publications - Article Placements

Coalition members can write articles targeting each audience in order to further inform the audience on central valley salinity. The articles could be pitched/placed in industry publications. Local government associations have publications that we can place the articles. The associations have either daily or weekly electronic newsletters, some have quarterly publications that are mailed to their members, and also have online blogs.

Local Government Associations include:

CSDA – California Special Districts Association, <http://www.csda.net/>

CARCD - California Association of Resource Conservation Districts,
<http://www.carcd.org/home0.aspx>

ACWA - Association of California Water Agencies, <http://www.acwa.com/>

CMUA – California Municipal Utilities Association, [http://cmua.org/
contact@cmua.org](http://cmua.org/contact@cmua.org)

CRWA – California Rural Water Association, [http://www.calruralwater.org/
info@calruralwater.org](http://www.calruralwater.org/info@calruralwater.org)

CASA – California Association of Sanitation Agencies, <http://www.casaweb.org/>

CaCities – League of California Cities, <https://www.cacities.org/>

CSAC – California State Association of Counties, [http://www.counties.org/
Independent Cities Association, <http://icacities.org/>](http://www.counties.org/)

Reporters:

We can reach out to general and specialty media reporters and provide resources so that they can be informed on the work of the CV Salts. Ways to reach out to reporters include:

- Inviting reporters to tour impacted areas
- Editorial meetings
- Fact sheets and timeline of proposed Basin Plan Amendment
- Depending on the key milestone, a media call could be set-up to answer any questions from reporters.

Specialty media would be included, such as Spanish networks Telemundo and Univision, and Spanish print such as Vida en El Valle.

Reporters that have recently written on Central Valley salinity or nitrates include:

Media	Writer	Stories
The Sacramento Bee	ADAM ASHTON	California farm communities pay price for decades of fertilizer use
Fresno Bee <i>Editorial Meeting recommended</i>	LEWIS GRISWOLD	State letter to farmers demands water to fix nitrate problem
Los Angeles Times	GEOFFREY MOHAN	California to get more than \$5 million from USDA for agricultural innovation
Press Democrat	GLENDA ANDERSON	More than 20 residential wells in Boonville found contaminated
Associated Press	ELLEN KNICKMEYER	Study finds contaminants in public water supplies
California Ag Today	PATRICK CAVANAUGH	Cris Carrigan Opens Dialogue With Growers about Nitrates in Water
Porterville Recorder	MYLES BARKER	City offering water testing for bacteria and nitrates
Water Deeply	JANE BRAXTON LITTLE	Will Human Right to Water Resolution Really Help?
Central Valley Business Times	GENE BELEY	West False River salt barrier is being removed
Fox News Latino	REBEKAH SAGER	Like Flint, water in California's Central Valley unsafe, causing health problems

Milestones and Media Outreach:

1. Presentation of the SNMP to the Board - January 2017 Minor
 - a. Fact Sheets are finalized and available to the public
 - b. Article placement with industry publications
2. Public Document Announcement and Board Hearing/Meeting - February 2017
 - a. Multi-media completed
3. Draft Basin Plan amendment – June 2017
 - a. Editorial meetings
4. Basin Plan Consideration – September 2017
5. Basin Plan Approval – December 2017
 - a. Media conference call to answer questions
 - b. Press release announcement
6. Implementation begins - Jan 2018