

## COMMUNICATIONS PLAN – UPDATED V2, JANUARY 12

### Overview

CV-SALTS is scheduled to release its *Salt and Nitrate Management Plan (SNMP)* after a decade of preparation, technical study, and coordination with its diverse membership. The Communication Plan will assist CV-SALTS in outreach to and engagement with key audiences regarding surface and groundwater challenges in the Central Valley, the purpose, goals, policies, and recommendations of the SNMP, and its ultimate adoption and implementation. The Communication Plan is designed to be flexible and to support the release of the SNMP in January 2017, associated Water Board presentations, and key adoption milestones through 2018, leading to SNMP implementation.

### Goals

Goals for the CV-SALTS Communication Plan include:

- Inform, educate, and raise awareness regarding the overarching salt and nitrate pollution challenge in the Central Valley.
- Inform, educate, and raise awareness regarding the SNMP, its associated policy recommendations, and suggested implementation timeline.
- Build support for adopting and implementing the SNMP and its associated policies.
- Change attitudes regarding regulations being “all bad” and communicate that the SNMP adds needed flexibility.
- Influence audiences that may have apprehension or concerns regarding the SNMP.
- Explain and promote the benefits of the SNMP.
- Ensure that stakeholders are adequately informed prior to each SNMP project milestone.

### Key Audiences

For the SNMP project, key audiences include the categories listed below:

1. Local, state, and federal elected officials
2. Local, regional, state, and federal agencies
3. Native American tribes
4. Business and industry associations and organizations
5. Environmental interests and environmental justice organizations
6. Private regulated community (farmers, dairies, ranchers, food processing, industry, etc.)
7. Public regulated community (WWTPs, municipalities, etc.)
8. Media (print, television, radio, web)
9. Other opinion leaders and influencers
10. General public

These broad categories of **Key Audiences** can be grouped by outreach priority to assist in identifying the best outreach strategies to be used and the outreach timing based on project milestones. When prioritizing audiences, it is helpful to keep in mind that **Key Audiences**

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include (1) allies who support what is proposed, (2) adversaries who oppose what is proposed, and (3) neutrals or people whose position or attitude is unclear or who have not become actively involved yet. It is important to understand and anticipate the individuals and organizations in each category for each of the key audiences.

### **Priority #1 Audiences**

Priority #1 Audiences includes those that are engaged in and knowledgeable about CV-SALTS and the process surrounding the development of the SNMP. The key news media contacts are included as news coverage can often be an effective vehicle for educating, engaging, and supporting influencers. The goal is to target immediate outreach activities on the most important opinion leaders and influencers, generally identified as specific individuals. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS.

- Members of CV-SALTS (Chief Executives and PIOs/Governmental Affairs) See *Appendix C*
- News Media Reporters and Bloggers
- Irrigated Lands Coalitions
- California Department of Food and Agriculture (CDFA)
- Lobbyists for CV-SALTS members
- Influencers and Opinion Leaders Reaching Public Regulated Communities
- Influencers and Opinion Leaders Reaching Private Regulated Communities
- Industry Publications and Associations Reaching Public Regulated Communities
- Industry Publications and Associations Reaching Private Regulated Communities
- Key Agricultural Organizations and Commodity Groups including CA Farm Bureau ([www.cfbf.com](http://www.cfbf.com)), County Farm Bureaus, Western Growers Association ([www.wga.com](http://www.wga.com))
- Targeted Environmental Organizations and Environmental Justice Organizations
- U.S. Environmental Protection Agency
- Highest priority elected officials (TBD)

### **Priority #2 Audiences**

Priority #2 Audiences would include public agencies, associations, organizations, groups that are somewhat or moderately aware of CV-SALTS. These audiences would likely want information about how CV-SALTS impacts their service, organization, or agency, and may want to learn how to become more involved. The goal is to expand outreach to these audiences through briefings, articles, information materials, and social media. The specific contacts for each as well as the “ally, adversary, neutral” level for each will be refined in coordination with CV-SALTS.

- Targeted Elected Officials (Governor’s Office, Local Staff of Federal Delegation, State Legislators, County Supervisors)
- Additional contacts within the Private Regulated Community (larger dischargers) including food processing, large farming operations, dairy operations, etc.

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- Oil and Gas Industry Groups such as Society of Petroleum Engineers (SPE, [www.spe.org](http://www.spe.org)); California Independent Petroleum Association (CIPA, <http://www.cipa.org>); Western States Petroleum Association (WSPA, [www.wspa.org](http://www.wspa.org)); California Natural Gas Producers Association (CNGPA, [www.cngpa.org](http://www.cngpa.org)); etc.
- Additional environmental and environmental justice organizations.
- Municipal agencies and special districts
- Groundwater Sustainability Agencies
- Local and county stormwater management and flood agencies
- Regional Water Management Groups (IRWMP, etc.)
- CA Department of Water Resources and Bureau of Reclamation
- CVP Water Users and State Water Contractors
- Local Government Associations
  - ✓ 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>
  - ✓ CRWA – California Rural Water Association, <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/>
- Other interested organizations with communications networks that could potentially be utilized for outreach
  - ✓ USDA Service Centers located throughout the Central Valley that provide connection to Farm Service Agency, Natural Resources Conservation Service, Rural Development Area Office, and Conservation District
  - ✓ UC Cooperative Extension
  - ✓ County Ag Commissioners
  - ✓ State Colleges and Universities in the Central Valley

### Priority #3 Audiences

*General Public –additional outreach to these audiences not reach through Priority #1 and #2 outreach*

- Land owners
- Residents
- Businesses
- Immigrants that are non-English and non-Spanish speaking.

## Strategies for Engagement

Communication strategies have shifted in recent years due to the evolution of access to online information. Social media apps, blogs, podcasts, discussion forums, etc. are now a significant means of communication. New and innovative communication strategies, where appropriate, should be added to the mix of traditional strategies that include press release, fact sheets, and press kits. Further, strategies are generally most effective when they are tailored to specific audience-type(s). Messaging in today's world of instant news (and fake news) must be told in more compelling and attention grabbing ways. It is important for consistency and accuracy of information that materials developed be repurposed and used as the basis for other materials. For example, a media release or fact sheet can be repurposed as the basic content for an article, email distribution, newsletter article, or short video. And, for this project, targeted materials should be translated into Spanish.

- Develop audience-targeted **Factsheets**
- Issue **Media Releases** to targeted writers and news outlets
- Use **Social Media** to engage influencers
- Develop industry and technical **Articles**
- Develop **Newsletters**, target as needed
- Host **Field Briefings** that demonstrate issues
- Create compelling quality **Visuals, Graphics, and Infographics**
- Utilize industry **Leaders and Influencers** for presentations and consensus building
- Use targeted **PowerPoint Presentations**
- Conduct **Briefings** with key stakeholders
- Develop **Short Videos**
- Send **Email Blasts** to coalition members and communications partners
- Use established **Outreach Channels** for distribution of materials when possible
- Contact topic-appropriate **Bloggers**
- Create **Frequently Asked Questions**

Initially, several written pieces listed below would be developed to announce the release of the SNMP with the problem and solutions identified. They would also include the associated project milestones for 2017 and 2018, contacts for more information, etc. These initial pieces will be developed such that they can be easily repurposed, when possible, for use in other outreach and engagement strategies.

1. Priority #1 Audiences: A More Technical Fact Sheet (Fact Sheet #1) would be developed to provide baseline technical information as well as pertinent information regarding proposed policy changes for the regulated community. *Fact Sheet #1 can be made available to all audiences as requested.*
2. Priority #1, 2, and 3 Audiences: Basic, Backgrounder Fact Sheet (Fact Sheet #2) would be developed to concisely define the problem, present solutions and associated policy changes recommended in the SNMP. It is recommended that Fact Sheet #2 be translated into Spanish.

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3. Priority #3 Audiences: Simple, Concise, Short One-Pager would be developed to be used in all strategies implemented to reach the general public.
4. Priority #1 Audience: Press Release would be developed for targeted reporters and news outlets.

Additional strategies for engagement will be added as appropriate at each project milestone that are deemed audience appropriate.

### Key Messages

Key messages are the most succinct statement of the message you want a target audience to receive. Key messages are clear, benefit-oriented, and written in language that the target audiences can understand and relate to.

The following are initial key messages for the SNMP rollout. The messages are not presented by priority but rather in “story board” order. The order of messaging will be tailored to target audiences.

1. **There is a problem with historic and ongoing salt and nitrate accumulations** that are impacting water quality and the economic sustainability of the Central Valley.
  - The Central Valley has a growing salt problem that could negatively impact the water quality and ultimately the economic engine of region.
  - The Central Valley is facing nitrate levels are impacting the drinking water
  - More salt enters the Central Valley than leaves. Salts, from a variety of sources, have been accumulating in the water and soil for decades now.
  - Approximately 1.5 million acres of land are salinity impaired and 250,000 acres have already been taken out of production.
2. The problem is **both urgent and long-term**. New regulatory approaches are needed to address the challenges and sustain the economy and environmental of the Central Valley.
  - Water supply wells in dozens of communities do not meet State safe drinking water standards.
  - Salts and nitrates have accumulated in soils and groundwater from legal and accepted agriculture, municipal, and industrial activities over many decades.
  - Immediate actions are needed to protect and provide safe drinking water.
  - Improved agricultural, industrial, and municipal management practices are needed to reduce the discharges of salt and nitrate.
  - Long-term management of surface and groundwater is needed to restore all beneficial water uses in the Valley.
3. **CV-SALTS formed ten years ago to address these issues with regulators and stakeholders**. Since then, CV-SALTS has identified key changes needed.
  - CV-SALTS stakeholders are working with Regional and State regulators to identify actions, results, regulatory policies, and a timeline to address the problems in the *Salt and Nitrate Management Plan*.
  - CV-SALTS has held hundreds of stakeholder meetings and is supported by a non-profit coalition representing a broad range of Central Valley interests.

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4. **The identified solutions are now available for review** in the *Salt and Nitrate Management Plan* (SNMP).
  - The *Salt and Nitrate Management Plan* is built on the following management goals:
    1. Ensure a safe drinking water supply
    2. Achieve balanced salt and nitrate loadings
    3. Implement a managed aquifer restoration program
  - The proposed regulations and policy modifications would provide local flexibility with timelines, outcomes, and State oversight.
  - By better managing salt and nitrate accumulations public health risks will be reduced, overall water quality will improve, and ultimately groundwater quality will be protected and restored.
  - If salt accumulations are not managed differently, the resulting direct economic costs to the Central Valley could exceed \$1.5-billion per year by 2030.
5. The SNMP contains proposed policy changes that will **add flexibility and achieve faster results**.
  - There are eight proposed policy changes outlined in the SNMP that would enhance the regulatory framework to allow flexibility and more efficient use of resources for safe drinking water and a robust agricultural economy.
  - The three-pronged approach combines provision of safe drinking water to affected communities, reasonable, achievable source control measures for farmers and other dischargers, and regional and cooperative efforts to treat water sources to reduce salt and nitrate.
  - In the near-term, dischargers will bear part of the cost of treating and serving water to nitrate and salt impacted communities to address the most critical needs. As more comprehensive, long-term source control measures take effect, it is assumed that the costs will be reduced and more broadly distributed. This approach will achieve faster results compared to a strategy relying solely on source control measures.
  - The Plan prioritized ensuring safe water in areas affected by nitrates and allows flexibility in the local implementation of the plan to maximize cost effective implementation.
  - The plan also provides for planning time to develop detailed salt infrastructure plans over the next 10 years to begin building the infrastructure needed to manage salts.
6. Across the Central Valley, **farmers, businesses, and communities will need to make changes** to meet the objectives of the SNMP and the goals for the Central Valley.
  - Everyone contributes to the problem, so everyone must take part in the solution.
  - The proposed policies will focus resources and requirements on the most urgent problems, while allowing local flexibility to design workable solutions.
  - Long-term, consistent action, regulation, and funding are needed to maintain public health, the economy, and the environment in the Central Valley.

## **Spokesperson Designation**

It is important to identify a small group of readily available individuals for media outreach with news reporters, bloggers, as well as for presentations and briefings with elected officials and other targeted audiences. Selecting spokespersons is a critical step in the success of the overall media plan contained in *Appendix A*. Spokespersons should be authentic in that they genuinely believe the message they are conveying and they should be natural in that they are perceived as being the same person whether on or off camera. A spokesperson should also understand that breaking news or a shifting story can change the interview focus with little to no notice; they need to be able to roll with it. A spokesperson knows that the interviews purpose is to connect with the audience that will read or hear their words. They know that the job is to always simplify and talk in “sound bites.” A spokesperson knows intuitively not to attempt to say everything they know as this can muddle the message and confuse an audience. A good spokesperson knows how to use stories and statistics, in sound bites, to make their message stand out. It always helps to coin a phrase that might stick in the minds of the audience.

Formal Media Trainings can be a very effective tool to support an individual or group in refining their message development and delivery technique. This is an option that is available in hourly, half-day, or full day trainings.

## **Concise Messaging for Targeted Audiences**

Given the wide range of interested audiences, it can be helpful to craft speaking points or sound bites that resonate best with a given audience. These are included in a separate document.

## **Tasks and Timelines**

A key component of the communication plan sets out tasks to be done, their timelines, and who will be responsible for them. Using the following Project Milestones, a Task and Timeline flow is proposed below for the first project Milestone in January 2017.

|                 |   |
|-----------------|---|
| February 2017:  | SNMP released for Informal Public Review  |
| March 9, 2017:  | SNMP presented to Central Valley Water Board at workshop                        |
| September 2017: | Basin Plan Policy Amendments Drafted to reflect recommended SNMP policy changes |
| February 2018:  | Basin Plan Amendments Considered by Central Valley Water Board                  |
| April 2018:     | Basin Plan Amendments Approved by Central Valley Water Board                    |
| June 2018:      | SNMP approved by State Water Resource Control Board                             |
| August 2018:    | SNMP implementation begins  |

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| <b>MILESTONE 1: PRIMARY TASKS to UNDERTAKE FROM SNMP in FEBRUARY 2017 to WATER BOARD MEETING ON MARCH 9</b>   | Timeline                         | Responsible Party                                    |
|---|----------------------------------|--|
| <p><b>Material Preparation - Review, Comment, Modify, and Finalize Materials</b></p> <ul style="list-style-type: none"> <li>Continue to Update the Communication Plan as Comments and Changes are Provided.</li> <li>Draft Press Release Announcing SNMP release/Water Board Mtg</li> <li>Draft Facts Sheet (Per Communication Plan) by January 25, Finalize Fact Sheet before February 1 meeting</li> <li>Draft Email for Priority #1 and #2 Audiences Announcing the release of the SNMP</li> </ul> | January 6-25 2017                | Catalyst and CV_SALTS                                |
| <p><b>Priority #1 Audience List:</b> Flesh out <b>specific names</b> and contacts for all agencies, organizations, groups, legislators, etc. Let Catalyst know what additional contacts should be identified that members may not have direct contacts with.</p>  | End of January                   | CV-SALTS members, with Catalyst Support as Requested |
| <p><b>Define What Direct Access Exists for Distribution Networks:</b> which CV-SALTS member has a connection with a specific Priority #1 audience to be able to reach that specific target. Who has what database to contact whom?</p>  | February 1                       | CV-SALTS   |
| <p><b>Define Access to Secondary Distribution Networks</b> available via any of Priority #1 Audiences.</p>  | Early February                   |  |
| <p><b>Identify Individuals/Organizations/Groups that should receive a hands-on briefing prior to the Water Board mtg on March 9, if any</b></p>   | Early February                   |  |
| <p><b>Determine what material</b> to be distributed via the Distribution Networks identified; <b>Determine timing</b> of the Distribution.</p>  | After Feb. 1 meeting             |  |
| <p><b>If determined that a press release will be issued for the release of the SNMP, make phone/email contact with media</b> to identify appropriate reporters to work with on the release of the SNMP.</p>   |                                  |  |
| <p><b>Determine how, when and where</b> the SNMP is released. Identify pros and cons. Will there be an event to focus bring attention to the release? A field briefing providing a visual where salt and water are bad now? Release on a slow news day? Release on a Monday when crews can be scrambling to find a story?</p>   | Early February                   |  |
| <p><b>Brainstorm everything that could go wrong and prepare for it.</b> Will it be a slow news day and the release becomes Flint Michigan?</p>  | Early February                   |  |
| <p><b>Distribute General Email to Networks with links to Fact Sheets</b></p>  | Early February                   |  |
| <p><b>Issue Press Release, if determined to do so.</b></p>  | Prior to March 9 water board mtg |  |
| <p><b>Prepare for Press Event (if one is taking place)</b></p>  |                                  |  |
| <p><b>Social Media --- have CV-SALTS members that are engaged in Twitter or Facebook repost any articles that may get written</b></p>   |                                  |  |
| <p><b>Monitor Coverage &amp; Audience Comments</b></p>  |                                  |  |

## APPENDIX A - MEDIA PLAN

### Role of News Media

The news media plays an important role in shaping the audience's understanding of and awareness of a given project. Further, the news coverage can play a role in expanding public education and engagement. The news coverage assists in maximizing the impact of outreach efforts, and can be done so at little to no cost.

### Goals and Objectives

For this project, the goal of outreach to news media representatives is to both support and build awareness, understanding, and education for and about the SNMP. The overarching objective is to generate positive awareness that, by implementing the SNMP, the Central Valley's economy and quality of life can be further sustained.

### Level of Coverage

Prior to each project milestone, the level of desired media attention should be strategically discussed as to desired impact. Contact with targeted media representatives will be made accordingly. If the desired outcome is to spread the word as much as possible, then different strategies are used versus if the desired outcome is to get a few stories out so a record is established. It is important to add that contacting all news media contacts in a project area at all project milestones may be a useful strategy in building momentum for a given story.

### Strategies to Support Coverage Outcome

There is no way of knowing what stories the news media will cover or not cover. There are "slow news" days when the story might get a better chance of receiving coverage and there are days that something else will happen such as a major earthquake or fire, and the story will get no attention.

The adage, "If it bleeds, it leads" is still generally very true. In today's news world, there are fewer reporters and even fewer beat reporters. The demand on the remaining reporters to do even more has increased. Today's reporters are required to cover a story across several platforms. For example, a print reporter is required to write the story for the newspaper, but to also capture a video for social media use.

Whether it be television, print, or radio, the primary strategy for all reporters is to be *more* than prepared. Have your key messages, have your audience tailored messages, have your supporting facts, have your supporting individuals to be quoted ready, and have any graphics or exhibits ready than can be emailed to reporters for their use. You want to feed the reporter absolutely everything they might need readily available, and readily emailable.

Television coverage is streamlined in today's news world, and done with fewer reporters in the field. If the desired outcome is to obtain television news coverage, the press release must offer a visual opportunity as the backdrop for telling the story that can be recorded. For this project, that could look like a media event at a field or given location that has salt accumulation visible or where drinking water issues have already occurred. Additionally, the location must be as

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close as possible to the television station's base. Further, you won't want to keep the reporter waiting, make it short and fast.

Radio coverage is challenging in today's news world as many stations are owned large corporations and the number of local reporters, if any, is limited. There may be a potential to be a part of an *on-air* topic focused news talk program; this option can be further explored. If there are larger radio stations in the area that are "all news," it is desirable to have several different spokespersons available (2 to 3 if possible) so that the story is told by more than just one spokesperson. The core messages would be delivered, and repeated, by each spokesperson which can increase a story's viability. Be short and concise, be prepared to say the same thing three different ways.

For a print reporter, you want to have more time to talk as they have more column inches to fill. They are also in a rush usually but need to be "fed" more background relevant to the story.

### **Key Steps**

The key steps leading to a news story will vary widely based on the strategy desired. Very generally, prior to a specific milestone/event, a **news advisory** is issued about a week out, via email, that puts the news media on notice that a milestone/event is coming up. Media calls/follow-up emails can be made as well. A **press release** is issued at a time much closer to the milestone/event. An online **press room** is created to house all written and graphical press materials that are developed. Hardcopy press kits can be made as needed. **Spokesperson(s)** must be available to return ALL calls in a timely manner.

## PROJECT MEDIA CONTACTS

### SACRAMENTO

#### Print Media

**The Sacramento Bee**, 2100 Q. St., Sacramento, CA, 95816, Daily Circulation: 279,032

[www.sacbee.com](http://www.sacbee.com) (916) 321-1000, Editorial Board (916) 321-1907, News Room (916) 321-1020

Dale Kasler (916) 321-1066 [dkasler@sacbee.com](mailto:dkasler@sacbee.com) @dakasler covers drought & water, business, economics, pensions, business of sports, for @sacbee\_news

Ryan Sabalow (916) 321-XXXX [rsabalow@sacbee.com](mailto:rsabalow@sacbee.com) @RyanSabalow covers water, drought and the environment for @sacbee\_news

Adam Ashton (916) 321-1063, [aashton@sacbee.com](mailto:aashton@sacbee.com) @Adam\_Ashton covers politics, business, state workers for @sac\_news

**AgAlert**, weekly published by the California Farm Bureau Federation, 2300 River Plaza Drive, Sacramento, CA 95833 (916) 561-5570, email: [agalert@cfbf.com](mailto:agalert@cfbf.com)

Dave Kranz, Editor/Manager, Communications/News Division, Steve Adler, Associate Editor, Christine Souza, Assistant Editor, Ching Lee, Assistant Editor, Kevin Hecteman, Assistant Editor

#### Radio News

**KFBK** <http://www.kfbk.com/>, owned by iheartmedia (formerly Clear Channel), 1440 Ethan Way, Ste 200, Sacramento, CA 95825 (916) 929-5325

**KTKZ** <http://am1380theanswer.com> conservative talk radio, 1425 River Park Dr., Suite 520, Sacramento, CA 95815 Program Director Max Miller [mmiller@ktkz.com](mailto:mmiller@ktkz.com)

#### Television News

**KCRA** (NBC) [www.kcra.com](http://www.kcra.com) (916) 444-7316 [Newstips@kcra.com](mailto:Newstips@kcra.com)

**KXTV** (ABC) [www.abc10.com](http://www.abc10.com) News Hotline: (916) 321-3300, Assignment Desk, (916) 321-3300  
[desk@abc10.com](mailto:desk@abc10.com)

**KOVR** (CBS) <http://sacramento.cbslocal.com>

**KUVS** (Univision) <http://www.univision.com/sacramento/kUvs>

**KCSO** (Telemundo 33 Sacramento, Stockton, Modesto) <http://telemundo33sacramento.com> (916) 567-3300 [telemundo@serestar.com](mailto:telemundo@serestar.com)

**KTXI** (Fox 40) <http://fox40.com> 4655 Fruitridge Road, Sacramento, CA 95820-5299 (916) 454-4422  
Newsroom: (916) 454-4548 News Press Releases [News@FOX40.com](mailto:News@FOX40.com) Ed Chapuis, News Director  
[Ed.Chapuis@FOX40.com](mailto:Ed.Chapuis@FOX40.com)

### FRESNO

#### Wire Services

**Associated Press**, Scott Smith covers water and is based in Fresno, (559) 243-9633 [www.ap.org](http://www.ap.org)

## Print Media

**The Fresno Bee** (McClatchy owned), Daily Circulation: 157,546, [www.fresnobee.com](http://www.fresnobee.com)  
1626 E Street, Fresno, CA 93786, Main (559) 441-6111, (800) 877-3400  
Opinion Page Editor, Bill McEwen, [bmcewen@fresnobee.com](mailto:bmcewen@fresnobee.com) (559) 441-6632  
Opinion Page Associate Editor, Gail Marshall, [gmarshall@fresnobee.com](mailto:gmarshall@fresnobee.com) (559) 441-6680  
Metro Editor, Tad Weber, [tweber@fresnobee.com](mailto:tweber@fresnobee.com) (559) 441-6491

Also publish:

**Central Valley**, the Valley's lifestyle magazine: (559) 441-6755, [centralvalley.com](http://centralvalley.com);

**Clovis Independent**: (559) 441-6677;

**Vida en el Valle**: (559) 441-6781, Editor, Juan Esparza Loera, [jesparza@vidaenelvalle.com](mailto:jesparza@vidaenelvalle.com), (559) 441-6781

Example Topic-Related Articles and Editorials:

11/19/16 *Trump promised California farmers more water. Can he deliver?* By Ryan Sabalow and Dale Kasler [rsabalow@sacbee.com](mailto:rsabalow@sacbee.com) (see contact information for Ryan and Dale under Sacramento Bee, above) <http://www.fresnobee.com/news/local/water-and-drought/article115818718.html>

9/12/16 *Too many California towns have arsenic in tap water, group says* by Lewis Griswold: 559-441-6104, [lgriswold@fresnobee.com](mailto:lgriswold@fresnobee.com) @fb [LewGriswold](https://www.facebook.com/LewGriswold) covers news of the South Valley, <http://www.fresnobee.com/news/local/article101458152.html>

12/9/16 *Californians need water, not Sen. Boxer's defiant last act*, <http://www.fresnobee.com/opinion/editorials/article119985868.html>

12/1/2016 *Temperance Flat is linchpin of Valley's water future. It must be built*, <http://www.fresnobee.com/opinion/editorials/article118610848.html>

## News Radio

**KMJ**, AM 580 and FM 105.9, News-Talk, Cumulus Media, 1071 W. Shaw Ave., Fresno, CA 93711, 559-490-5800 <http://www.kmjnow.com> Blake Taylor, Program Director, 559-490-5800, [Blake.Taylor@cumulus.com](mailto:Blake.Taylor@cumulus.com)

## Television

**KSEE** (NBC) [www.yourcentralvalley.com](http://www.yourcentralvalley.com)

**KFSN** (ABC) [www.abc30.com](http://www.abc30.com)

**KGPE**, (CBS 47) [www.yourcentralvalley.com](http://www.yourcentralvalley.com), [newsdesk@ksee.com](mailto:newsdesk@ksee.com)

**KMPH** (FOX 26) [www.kmph-kfre.com](http://www.kmph-kfre.com)

**KNSO** (T-51) Telemundo, <http://www.telemundofresno.com>

**KFTV** (Univision 21) <http://www.univision.com/fresno/kftv>

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## **BAKERSFIELD**

### **Print Media**

**The Bakersfield California**, 1707 Eye Street, Bakersfield, CA 93301  
(661) 395-7500 [Bakersfield.com](http://Bakersfield.com)

**El Popular** [www.elpopularnews.com](http://www.elpopularnews.com), 404 Truxtun Ave. Bakersfield, CA 93301  
(661)325-7725 [news@elpopularnews.com](mailto:news@elpopularnews.com)

## **STOCKTON**

### **Print Media**

**The Record**, 530 E. Market Street, Stockton, CA 95202, Daily Cir: 58,888  
[www.recordnet.com](http://www.recordnet.com) owned by Local Media Group

Wes Bowers, [wbowers@recordnet.com](mailto:wbowers@recordnet.com) @WBowersTSR (covers County government)

Alex Breitler, [abreitler@recordnet.com](mailto:abreitler@recordnet.com) Reporter/Environmental Blogger, [@alexbreitler](https://twitter.com/alexbreitler)  
[recordnet.com/breitlerblog](http://recordnet.com/breitlerblog) <http://blogs.esanjaquin.com/san-joaquin-river-delta/>

Article 12/16/16: Leaders, farmers, residents plea against Delta water plan  
[www.recordnet.com/news/20161216/leaders-farmers-residents-plea-against-delta-water-plan](http://www.recordnet.com/news/20161216/leaders-farmers-residents-plea-against-delta-water-plan)

Article 12/29/16: Cold Follows Another Hot Year

<http://www.recordnet.com/news/20161230/cold-follows-another-hot-year>

## **MODESTO**

### **Print Media**

The Modesto Bee

## **REDDING/CHICO**

### **Print Media**

**Redding Search Light** (USA Today network) Daily Circulation 30,000 covers Shasta County  
<http://www.redding.com> [news@krcrtv.com](mailto:news@krcrtv.com)

**Chico Enterprise Record**, Heather Hacking (530) 896-7758 Editor David Little (530) 896- 7793  
<http://www.chicoer.com/>

### **Radio News**

KQMS News Talk <http://www.kqms.com> News Line: (530) 221-1400

News Tips Steve Gibson: [Steve@kqms.com](mailto:Steve@kqms.com)

### **Television News**

**KRCR-TV** (ABC) <http://www.krcrtv.com> 755 Auditorium Drive, Redding, CA 96001 (530) 243-7777 or 1-800-222-5727 Newsroom Phone: (530) 243-7782 Scott Rates, News Director  
[srates@bontencalifornia.com](mailto:srates@bontencalifornia.com)

**KHSL-TV** (CBS) and **KNVN** (NBC) <http://www.actionnewsnow.com/home/> News Room (53) 343-1212  
[news@actionnewsnow.com](mailto:news@actionnewsnow.com) News Director Scott Howard [showard@actionnewsnow.com](mailto:showard@actionnewsnow.com)

CV-SALTS

## **LODI**

### **Print Media**

Lodi News Sentinel [www.lodinews.com](http://www.lodinews.com) (209) 369-2761 [news@lodinews.com](mailto:news@lodinews.com)

## **VISALIA/TULARE**

Visalia Times-Delta/Tulare Advance-Register (part of USA Today Network)

David Castellon , [dcastell@visaliatimesdelta.com](mailto:dcastell@visaliatimesdelta.com)

El Sol (Spanish-language)

Valley Voice Newspaper

Tulare Voice

Plus numerous local periodicals serve the areas immigrant communities in their native languages, including Armenian, Laos, Hmong, and Chinese.

## **MADERA**

### **Print Media**

Madera Tribune, <http://www.maderatribune.com>, Newsroom: 674-8134

## **SAN FRANCISCO BAY AREA**

### **Print Media**

San Francisco Chronicle, environmental reporter Peter Fimrite, [PFimrite@sfnchronicle.com](mailto:PFimrite@sfnchronicle.com) (415) 777-8454

Oakland Tribune

### **Radio News**

KCBS (415) 765-4074

### **Television**

The San Francisco TV outlets are likely not to cover this topic, but we have contacts with all stations if outreach is desired

## **LOS ANGELES**

### **Print Media**

Los Angeles Times

Bettina Boxall covers water issues and the environment [bettina.boxall@latimes.com](mailto:bettina.boxall@latimes.com) Twitter: @boxall

Tony Barboza covers air quality and environment [tony.barboza@latimes.com](mailto:tony.barboza@latimes.com)

## **ADDITIONAL CONTACTS**

Maven's Notebook <https://mavensnotebook.com/> covers CA water

Western Farm Press, Editorial

Willie Vogt, Executive Director, Content and User Engagement (651) 454 6994 [willie.vogt@penton.com](mailto:willie.vogt@penton.com)