

Management Zone Outreach Stories

The following are the initial concepts for featured stories to be distributed approximately monthly to media outlets, and other networks (e.g., farm bureaus) to describe implementation progress and successes for CV-SALTS.

1. **Outreach and Engagement to Address Nitrate in Drinking Water.** MZs meeting the challenge of reaching out to communities. Highlight both MZ efforts and community members who have connected to the program through those efforts and what their experience has been.
2. **Water Fill Station Successes.** Cover the complexities of installing the existing water fill stations and their popularity. They are being used and providing critical safe water to residents as the rest of the program is rolled out. Interview some users if possible.
3. **Successful Bottled Water Delivery.** As this gets up and running in May, interview both delivery service and residents. Get some perspective on why some people prefer this over the other two options.
4. **Point-of-use Systems.** This story can be done after some of these have been installed. Interview users to see how the install process went, how they like the technology and result, how they feel about working with the installers.
5. **Story of the CV-SALTS Process.** Government asked the community to work together to develop realistic solutions to the water quality issues. This bottom-up approach is very innovative. Interview people about how the process went? Did they like it? How are the outcomes?

Potential Additional Story Ideas

In addition to these stories, here are a few more ideas. More research needed:

- **MZs Working with the EJ/NGOs.** Developing community partnerships and leveraging the skills and workforce that these NGOs have developed.
- **More Storymaps to Reach People.** Storymaps as an innovate education and engagement approach on a complex problem. We need to see how much traffic initial stories get and if they will gain traction with community residents.
- **Best Communication Practices.** MZ collaboration on communication approaches. May be best for State/Regional Board presentation or conferences.