

Nitrate Program Story Plan

Story 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.

Intent

Create a catchy title or interesting narrative to grab people's attention.

We are still seeking the community perspective through residents and/or non-profit staff. Working with MZs on making contacts.

Story elements

- Background/Nitrate problem (told from community perspective)
- MZs (use some quotes and details from staff)
 - Mission
 - Formation
 - EAPs
 - Outreach efforts
- Community side
 - Community member or non-profit staff member quotes
 - Refill station success (Or save this entirely for future story?)
- Growing the program
 - More outreach
 - Working with the community

Media Placement Options

We will be writing in-house stories that we will distribute ourselves, but we also want to see if we can dangle these narratives, content and interview subjects in front of media outlets. We can create press sheets if needed.

1. Steve Large at CBS13 might be interested in follow-up report now that testing and delivery is launched.
2. Reach out to all the McClatchy papers, using our contacts, to see if they are interested (follow-ups?) This might be premature.
3. Package our story, along with photos, interview subject information, etc. and share with multiple smaller outlets, such as Valley Biz journal, SJV Water, etc.