



California Water Plan (CWP) Update 2009 Rollout Concepts

CORE CONCEPT	METHODS
Integrate Communication Channels of the State Agency Steering Committee (SC) Members	<ol style="list-style-type: none"> 1. Convene the Public Information Officers of all the Agencies to discuss consistent messaging, ways to create a Nexus to other activities of the agencies, and determine what types of collateral will best support their overall communication goals 2. Discuss outreach opportunities in existing channels including: <ul style="list-style-type: none"> ▪ <i>Web links</i> ▪ <i>Electronic and hardcopy news letters</i> ▪ <i>Related publications</i> ▪ <i>Outreach events sponsored by SC agencies</i> ▪ <i>Joint conference and panel presentations</i> 3. ID additional potential channels associated with SC Agency Stakeholder Community
Prepare Tailored Articles Noting Area's of Interest for Each the AC members and SC member Agency/Dept.s	<ol style="list-style-type: none"> 4. Create content for easy drop into publications and websites
Evaluate Social Media Opportunities	<ol style="list-style-type: none"> 5. Water Plan on Facebook page, Twitter, YouTube, etc. (?) Set stage for Social Media use in 2013 Plan.
Implement Tribal Communications Plan	<ol style="list-style-type: none"> 6. Continue work started in 2009 Update.
ID all relevant Media Options for Earned Media & OP Ed Placement.	<ol style="list-style-type: none"> 7. Focus on outlets most likely to have an interest in Water Plan effort.

POTENTIAL COMMUNICATION CHANNELS

MEDIA

Major Newspaper Editorial Boards

Local papers:

Bakersfield Californian
The Desert Sun (Palm Springs)
Eureka Times-Standard
Fresno Bee
Los Angeles Times
Monterey County Herald
Oakland Tribune
The Press Democrat (Santa Rosa)
Redding Record Searchlight
Sacramento Bee
San Bernardino County Sun
San Diego Union
San Francisco Chronicle
San Jose Mercury News
The Stockton Record
Ukiah Daily Journal

OTHER SUGGESTIONS:

Websites: (providing background information about Update 2009 and link to Executive Summary)

California Department of Fish and Game
California Urban Water Conservation Council
Environmental Justice Coalition for Water
Friends of the River
League of Women Voters
Monterey County Water Resources Agency
Stockton East Water District

OTHER SUGGESTIONS:

ARTICLE PLACEMENT IN PERIODICALS

Publication or newsletter	Frequency	Contact person and info
AG Alert	46 Times A Year	
Association of CA Water Agencies	biweekly	
Bay Institute of San Francisco	quarterly	
California Journal	monthly	
CA State Association of Counties-CSAC	bi- monthly	
California Trout	quarterly	
CA Urban Water Conservation Council		
CA Water Law & Policy Reporter		
California Water News	daily email	
California Water Policy Report	spring, winter, fall	
Capitol Morning Report	Daily	
County Supervisors Association	bi-monthly	
Delta Protection Commission	newsletter	
DWR News/People Magazine	quarterly	
Inland Empire Utilities Agency	quarterly	
Groundwater Resources Association	quarterly	
Interagency Ecological Program	newsletter	
League of CA Cities Newsletter	quarterly	
Lone Pine Paiute-Shoshone Tribe	quarterly	
Planners' CAPA Newsletter	monthly	
RCRC Newsletter	fall & spring	
Southern CA Water News and web	monthly	
Southwest Hydrology	bi-monthly	
US EPA Region 9, Indian Program	monthly	
WEF, Western Water Magazine		
Western Water	quarterly	

OTHER SUGGESTIONS: