

**CENTRAL BASIN MUNICIPAL WATER DISTRICT**

**AUGUST 12, 2004 - Jt. Communications**

Apodaca, Gonzalez

**AUGUST 23, 2004 - Board Meeting**

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INFORMATION CALENDAR

MEDIA TOUR

SUMMARY:

In an effort to obtain wider media coverage for Central Basin, an informational presentation and tour will be conducted on Thursday, September 9 from 9:00 a.m. to 1:00 p.m. for local print and broadcast media representatives. Representatives from City and Chamber of Commerce publications in the service area were also invited to participate. The goal is to inform them about the District and its efforts to ensure a safe and reliable water supply for the region. This publicity tour will allow staff to develop a relationship with local reporters and help secure future stories, as reporters will become more knowledgeable about the District's goals and the challenges it faces.

In order to attract participants for this event, a news "hook" was used to heighten interest from the media. With many newspapers reporting on the recent drought, proclaiming it "the worst drought in 500 years," the theme for this event will be "Protecting Our Water Throughout the Drought." Since this is a timely issue, more reporters are likely to attend the event.

Participants will begin the tour at the District headquarters where they will receive a presentation from staff on Southern California's water issues, as well as Central Basin's programs, including water recycling and conservation (see Exhibit "A"). Afterward, they will board a bus provided by the District and tour several sites in its service area, including the L.A. County Sanitation District, Whittier Narrows Discovery Center, Central Basin Spreading Grounds, and the Water Quality Protection Project. The tour will conclude with lunch at the District headquarters, during which a presentation on water conservation will take place.

Approximately 60 press pass-style invitations conveying all pertinent information were sent to local media on August 6, 2004. Invitees included all print publications, community and chamber newsletters, television news stations, cable stations and radio stations covering the Central Basin service area (see Exhibit "B"). RSVP's were requested by August 20. In addition to the invitations, staff made follow-up phone calls to further promote the event. A reminder call will be made the week prior to the event.

FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Joint Communications Committee on August 12, 2004 and agendaized to the August 23, 2004 Board meeting as information for.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" - Tour Schedule Itinerary

Exhibit "B" - List of Invitees

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