



Association  
of California  
Water Agencies  
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Leadership • Advocacy  
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Water Education Foundation  
Water 101 Presentation

# Explaining Water Issues in Multi-Media World

Feb. 5, 2016

Jennifer Persike

ACWA, Deputy Executive Director External  
Affairs & Member Services

# TOPICS TODAY

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Today's Media: Transformed and Redefined

2

What The Media Wants from You

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Putting Your Best Foot Forward – Preparing for the Interview

4

Using Social Media & Other Channels



# TODAY'S MEDIA: TRANSFORMED AND REDEFINED

- Unprecedented Competition
- 24 / 7 News Cycle



# TODAY'S MEDIA: TRANSFORMED AND REDEFINED

- The Internet & Social Media Has Changed the Way News is Gathered and Reported
- Sound Bites and Column Inches are Shrinking



# TODAY'S MEDIA: TRANSFORMED AND REDEFINED

Reporters Playing  
Multiple Roles



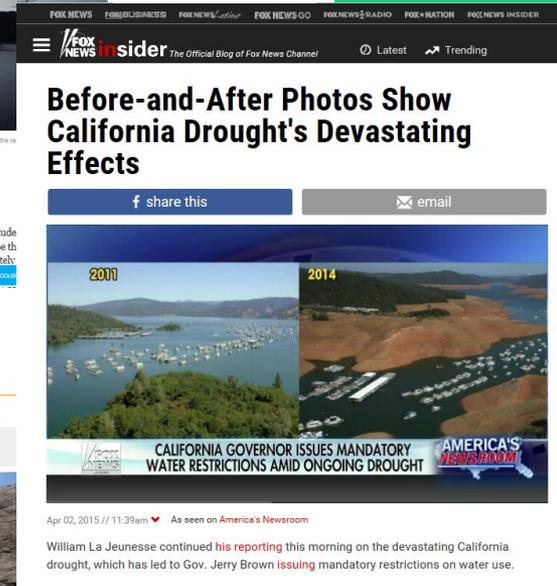
# TODAY'S MEDIA: TRANSFORMED AND REDEFINED

- Beat Reporters Non-existent...Little Understanding of Water
- Everyone with a Smart Phone Can Tell the Story
- Fact Checking Rare – Being First & Proactive Most Important



# WHAT THE MEDIA WANTS FROM YOU

- CALIFORNIA WATER IS A TOP NEWS STORY
- DROUGHT HAS ELEVATED PUBLIC AWARENESS OF WATER TO NEW LEVELS
- MEDIA NEEDS YOU TO TELL A COMPELLING STORY
- APPEAL TO AND UNDERSTAND THEIR AUDIENCE
- BE INTERESTING, ENTERTAINING, UNDERSTANDABLE, RELATABLE
- PROVIDE ACCURATE INFORMATION
- BE A RESOURCE
- MEET DEADLINES



# WHAT THE MEDIA WANTS FROM YOU

## Be Clear on What Story is About, Angle and Deadline

- Understand What Media Needs
- Print: Good Quotes, Detail
- Radio: Short Soundbites
- TV: Short Soundbite with Visuals
- Give Yourself Time to Prepare – Call Them Back



# PUTTING YOUR BEST FOOT FORWARD – THE INTERVIEW

- Assemble Your Facts, Understand Your Topic
- Research reporter and their stories if you don't know them
- Develop Your Key Messages with Supporting Anecdotes – PRACTICE
- Avoid Jargon and Acronyms!

IPR

SDWA

TMDL

NPDES

ESA

SDWA

BDCP

IRWMP

POTW

DSC

BMP

SWRCB

# PUTTING YOUR BEST FOOT FORWARD – THE INTERVIEW

- Some Things Haven't Changed: PREPARATION IS THE KEY!
- WATCH BODY LANGUAGE



<http://www.cnn.com/videos/politics/2015/08/23/sotu-panel-clinton-wipe-server.cnn>

# PUTTING YOUR BEST FOOT FORWARD – THE INTERVIEW

## Tell Your Story and Anticipate Questions – You are the Expert

- Be First With Your Own Bad News – Full Disclosure
- Be Concise
- Stop Talking When You Have Made Your Point!
- Don't Repeat Negative
- Bridge Back to Your Key Messages...
- Watch Your Non-Verbal Communication

**KISS**

Keep It Short and Simple



Volkswagen USA @VW · 24 Sep 2015

Update from Volkswagen regarding the EPA investigation:



“Volkswagen would like to offer our deepest apologies to those affected by our violation of CARB and EPA emissions standards. We will remedy the issue, and we will make things right in order to win back the trust of you, our customers, our dealers, the government, the public, and our employees. We kindly ask for your patience as we work very hard to address this complex issue, and we will share more information as soon as we can.”

- Michael Horn, President and CEO  
Volkswagen Group of America

# PUTTING YOUR BEST FOOT FORWARD – THE INTERVIEW



Through Monday, Chipotle had said little publicly on the matter since the Oregon Health Authority [posted an initial statement](#) about the matter two days earlier. Late Tuesday, authorities [increased the number of cases](#) linked to the restaurant to 35.



The chain's website and social media pages, as well as the company's homepage, have made no proactive mention of the outbreak or restaurant closures. However, its social media team has actively monitored and responded to tweets with questions or concerns about the crisis.

Some crisis communications experts said earlier this week that Chipotle should be more transparent about the crisis.

"Keeping so quiet could harm Chipotle," Nick Kalm, founder and president of Reputation Partners, [told PRWeek on Monday](#). "They should have a statement on their website even though it does run counter to their wholesome and beautiful-looking food image; this is a serious health issue and people could die or get seriously ill."

# PUTTING YOUR BEST FOOT FORWARD – THE INTERVIEW

## REMEMBER

- ☁ The Media is Not Your Friend
- ☁ The Media has a job to do
- ☁ Nothing is “off the record”



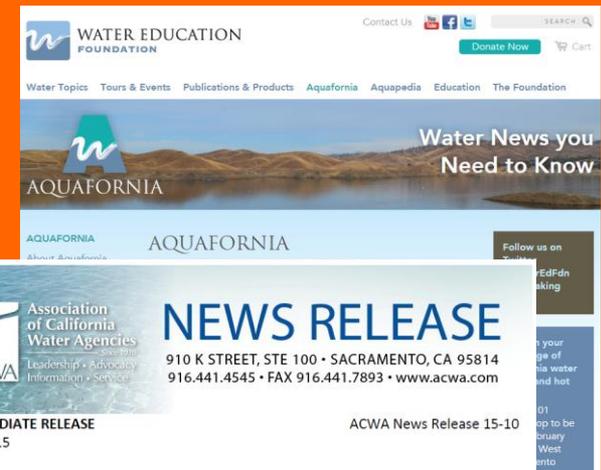
# BOB NEWHART – THE CLASSIC INTERVIEW EXAMPLE



# SOCIAL MEDIA & OTHER INFO CHANNELS

## Be Proactive

- Establish Ongoing Communications program
- Be transparent with information: web site, newsletters, outreach, social media
- Use all channels



# SOCIAL MEDIA AND OTHER INFO CHANNELS



Major News Platform

## SOCIAL MEDIA EXPLAINED

twitter - i'm eating a #donut

facebook - i like donuts

foursquare - this is where i eat donuts

instagram - here is a photo of my donut

youtube - here i am eating a donut

linkedin - my skills include donut eating

pinterest - here's a donut recipe

spotify - now listening to "donuts"

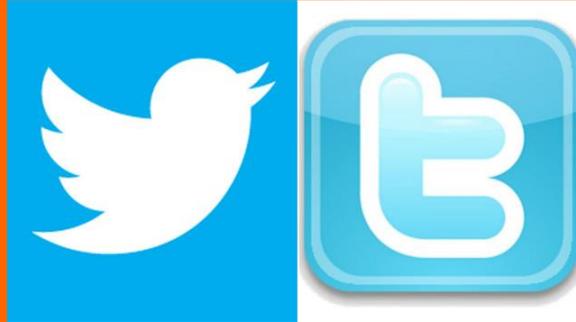
g+ - im a google employee who eats donuts

# WHY / HOW TO USE SOCIAL MEDIA

- Your customers are on social media



1.55B Monthly Active Users



320M Monthly Active Users



400M Monthly Active Users

- Excellent Way to Tell Your Story and to Monitor What is Being Said About You
- News via Social Media Can Become a Movement...Good or Bad

# WHY / HOW TO USE SOCIAL MEDIA - EMERGENCIES

**NBC NEWS** HOME TOP VIDEOS DECISION 2016 ONGOING: EUROPE'S BORDER CRISIS EBOLA VIRUS OUTBREAK

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS MORE NIGHTLY NEWS TODAY MEET THE PRESS DATELINE

NEWS > U.S. NEWS WORLD INVESTIGATIONS CRIME & COURTS ASIAN AMERICA LATINO NBCBLK

## President Obama Declares Major Disaster in Calif. Valley Fire

by KRISTIN DONNELLY and ALEXANDER SMITH



California Wildfires: Nearly 1800 Structures Destroyed, New Blaze Ignites 1:40

President Barack Obama declared a major disaster in California on Monday, Sept. 21, after destructive wildfires forced thousands of people to evacuate.

Obama signed the declaration on Monday, Sept. 21, after the Valley Fire, which

Retweeted 25 times

**USA TODAY Weather** @usatodayweather · Jan 7  
ICYMI: 2015 set a record for most acres burned by wildfires in the U.S. #wildfires usat.ly/1mGBkfk



**CBS NEWS** Video US World Politics Entertainment Health MoneyWatch SciTech Crime Sports Photos More

CBS/AP July 31, 2015, 11:35 PM

## California launches "drought shaming" website



59 Photos

**Most Popular**

- 01 \$1.6B Powerball jackpot: 3 winning tickets sold 395048 views
- 02 Nikki Haley replies to criticism of her State of the Union response 97481 views

**Michael Germano** @profmgermano · Jan 7  
Drought schmough. Power washing #pasadena sidewalks in the rain. #onlyinoldpas #droughtshaming



**Emily** @missmellifera · Jan 6  
#droughtshaming Hey, next door neighbors? We've gotten over four inches of rain in the last two days. Why are your sprinklers on?

# WHY / HOW TO USE SOCIAL MEDIA - EMERGENCIES



Follow

Drivers trapped in cars as flash floods, mudslides hit Southern California.

[cnn.it/1Kcyzq9](http://cnn.it/1Kcyzq9)



# WHY / HOW TO USE SOCIAL MEDIA - EDUCATION

**Save Our Water**  
April 1 at 3:39pm · 🌐

At today's snow survey - which found snow levels lower than ever recorded - Governor Brown directed the State Water Resources Control Board to implement mandatory restrictions to reduce water usage by 25%.

<http://saveourwater.com/.../governor-brown-directs-first-eve.../>  
#KeepSavingCA #SaveOurWater



**GOVERNOR BROWN DIRECTS FIRST EVER STATEWIDE MANDATORY WATER REDUCTIONS**  
Save Our Water

SAVEOURWATER.COM

Like · Comment · Share

👍 3,602 people like this.

↪️ 1,096 shares

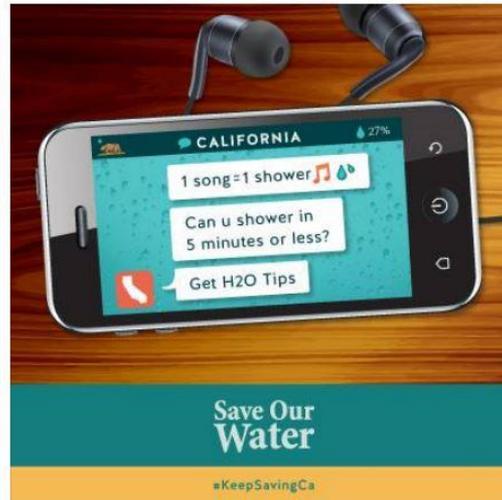
**Save Our Water** @saveourwater · Jan 29

2nd snow survey comes back with grim results; #California likely facing 4th year of drought [bit.ly/1wFQRcG](http://bit.ly/1wFQRcG) #CADrought @CA\_DWR

↩️ ↻️ 54 ⭐️ 17 ⋮

**Save Our Water**  
April 20 at 4:05pm · 🌐

Up for the challenge? #KeepSavingCA #SaveOurWater #CADrought



Like · Comment · Share

👍 3,764 people like this.

↪️ 669 shares



SHARE YOUR EFFORT WITH A SELFIE  
**#KEEPSAVINGCA**

Save Our Water

**145,000 SOCIAL MEDIA FANS**



# WHY / HOW TO USE SOCIAL MEDIA - EDUCATION

**Sutter and Colusa Brown**  
August 19 at 12:18pm · 🌐

Review ur H2O bill & stay hot on the trail of leaks  
#KeepSavingCA #WaterWiseWednesday #SuttersTipOfTheWeek  
#CaDrought



Like Comment Share

766 people like this.

67 shares

**Colusa Lucy Brown**  
@ColusaBrown

Every drop is precious! It's patriotic to  
#SaveOurWater #CADrought #July4th



RETWEETS 62 FAVORITES 74

8:32 AM - 4 Jul 2015

**Sutter and Colusa Brown**  
July 29 at 3:01pm · 🌐

Turn off the faucet while brushing those canines! #WaterWiseWednesday  
#CADrought #KeepSavingCA - #SuttersTipOfTheWeek c/o #Colusa



Like Comment Share

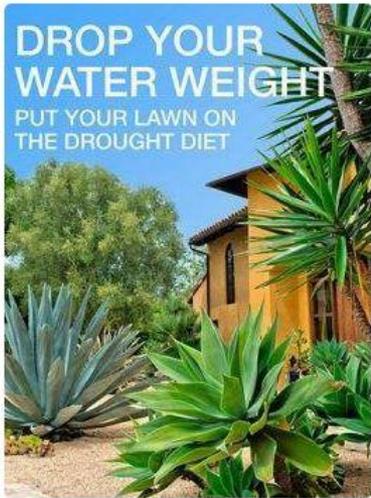
673 people like this. Top Comments -

59 shares

# WHY / HOW TO USE SOCIAL MEDIA - EDUCATION



**LA County Waterworks** @LACoWaterworks · 28 Sep 2015  
 We just joined @ACWAWaters #DroughtBusters Gallery! Check out our card on droughtresponse.acwa.com



**MesaWater** @MesaWater · 3h  
 A friendly reminder for this #mesawatermonday. #cadrought #MesaWaterSaver



**South Coast Water District**  
 December 19, 2015 at 9:12am · 🌐

15 emergency preparedness apps to download this weekend.



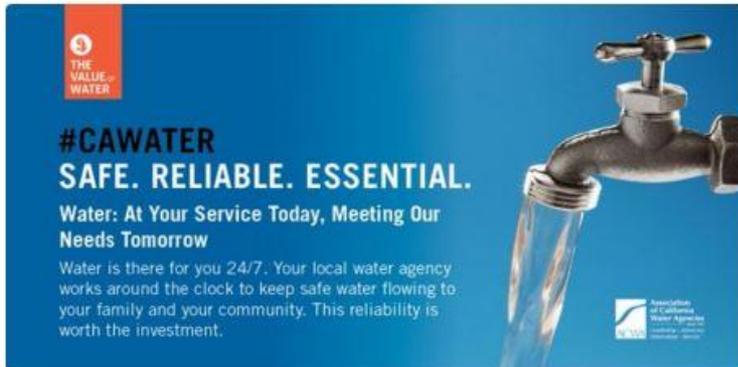
Earthquake? Wildfire? Flood? Are you ready for a disaster?

Get prepared today for tomorrow's disaster.

READYOC.ORG



**Santa Rosa Water** @SantaRosaWater · 8 Oct 2015  
 #CaWater: At your service today, meeting your needs tomorrow. #ValueofWater  
 #ImagineADayWithoutWater



**Las Virgenes MWD** @LVMWD · 9m  
 Water budgets now in effect! lvmwd.info/1OVcdaA [INFOGRAPHIC]  
 #CADrought



# WHY / HOW TO USE SOCIAL MEDIA - PLANNING

- Position Your Agency on Facebook, Twitter and Instagram
  - Tagging
- Plan Content to Be Pushed Out on FB and Twitter (public meetings, open houses, tours, upgrades, etc.)
  - Boost Post
- New Platforms Emerging All the Time



# WHY / HOW TO USE SOCIAL MEDIA - BLOGS

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Water News News Releases ACWA eNews Digital ACWA News Voices on Water Photo Gallery Member-Sourced News

Share / Save

Home » News

## Voices on Water Blog

**Proposed Emergency Urban Water Conservation Regulation Framework's "No Stacking Rule" Could Undermine Regional Water Planning**  
Submitted by Tim Quinn on Mon, 01/04/2016 - 12:13pm

On Dec. 21, State Water Resources Control Board staff lifted the curtain a bit and shared their initial thinking on what could be in store for emergency drought regulation in 2016. While the draft framework for the next version of the emergency urban conservation regulation provides a cursory nod to the notion that local conditions should be accounted for in the state's drought plan, the proposal turns a blind eye to the sea change that has occurred in 21<sup>st</sup> century water management in California. We can do better.

TIM QUINN'S BLOG READ MORE

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MAVENS NOTEBOOK  
California water, verbatim.

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MAKE A TAX DEDUCTIBLE DONATION TO MAVENS NOTEBOOK and make an investment in California's water future

**This just in ... Governor Brown addresses infrastructure, water, and climate change in 2016 State of the State address**

This morning, Governor Brown delivered his State of the State address to the legislature: the L...  
Read more »

THE LATEST CA Find Your Local Water Agency Enter ZIP Code Search Website

Aguanomics  
The political-economy of water (and other diversions)

21 January 2016

## Regulatory training course (March, Budapest)

Last year, I was pleased to participate in ERRA's first regulatory training course,\* which they are holding this year from 7-11 March in Budapest. (I can't make it.)

I asked them for some "goodies" to help you readers see what's going on, and they sent these:

- "The Role of Customers in the Strategic Review of Charges Process in the Water Industry in Scotland" [PDF] (Winner of ERRA's competition for papers on water regulation)
- Brief summary of participant's feedback [pdf]

Here's the description:

The course features 5 days dedicated to the core responsibilities and activities of water utility regulatory authorities with regard to the oversight of the regulated utilities, principles and practices of tariff setting, performance benchmarking, and new developments in the regulation of the sector.

The level of the course is introductory: it aims to provide basic, but comprehensive training to the personnel of water regulatory authorities and water utilities. Participants will gain knowledge on key economic concepts guiding the operation of the sector, the challenges faced by sector participants including the wider problems of water management, and the role of the regulator and regulatory models including best practices. A core theme of the course is tariff setting and approval by the regulator: theoretical lessons will be complemented by case study examples and a tariff setting exercise. Sufficient

Who writes this stuff?

David Zetland has worked on water policy for 10+ years. He's an assistant professor of economics at Leiden University College in the Netherlands. (LUC does not own or take responsibility for opinions here.) Email David!

Like the blog? Read the books!

*Living with Water Scarcity* (2014) is available here in paperback (\$9) or Kindle (\$5). Here's the free PDF

*The End of Abundance: Economic Solutions to Water Scarcity* (2011) in paperback (\$18), PDF and Kindle (\$10) here.

A comparison of the books [pdf]

¡Vivir con la escasez de agua!

THE METROPOLITAN WATER DISTRICT of SOUTHERN CALIFORNIA

H2outlook Blog 2015: A Historic Year of Metropolitan Ventures

Who We Are About Your Water In the Community Doing Business With Us Careers Newsroom

Home > Newsroom > H2outlook

H2outlook Blog All Search Archived Blogs

December 17, 2015  
By General Manager Jeffrey Kightlinger

The end of the year is always a time of reflection, and for Metropolitan, it is hard to know where to start. Name it, and we likely either did it or overcame it.

A promising start to the precipitation season quickly turned dry. The Sierra snowpack ended up being the smallest in recorded history. With only 20 percent of a full water supply coming from Northern California, the Metropolitan Board in April triggered water supply restrictions for the summer via the district's allocation plan. Governor Brown that month mandated an overall 25 percent reduction in urban water use across the entire state. The stage was set for an unprecedented effort to lower Southern California water use even more.

To set a statewide example, Metropolitan's Board of Directors invested in the largest conservation rebate/turf removal program in the nation's history. The district's two-year conservation budget was increased to \$450 million. An estimated 172 million square-feet of turf will be removed thanks to this effort. That is more than three times the governor's statewide goal. This investment in conservation sought to both incentivize water savings short-term and lock in the lowered use for decades to come. The local support and national attention to this program speaks to Metropolitan's leadership as an agent of change that is helping to transform how Southern Californians use and value water.

As the summer wore on and temperatures rose, water use actually decreased at essentially double the rates of Metropolitan's restriction targets. October was the warmest month on record, and Metropolitan

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# TODAY...GREATER REACH THAN EVER BEFORE

- Seize Opportunity
- What You Say Lives Forever
- Use These Opportunities Wisely – Like Water!



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