



Association
of California
Water Agencies
Since 1910
Leadership • Advocacy
Information • Service

Water Education Foundation
Water 101 Presentation

Explaining Water Issues in Multi-Media World

Feb. 6, 2015

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Deputy Executive Director
External Affairs / Operation

Topics Today

1 Today's Media: Transformed and Redefined

2 What The Media Wants from You

3 Putting Your Best Foot Forward – Preparing for the Interview

4 Why / How to Use Social Media



Today's Media: Transformed and Redefined

- Unprecedented Competition
- 24 / 7 News Cycle



THE SACRAMENTO BEE 

The New York Times

Bloomberg
NEWS

Los Angeles Times

San Francisco Chronicle



Today's Media: Transformed and Redefined

- 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 Most Important



What the Media Wants From You

- CALIFORNIA WATER IS A TOP STORY TO BE COVERED
- Media Needs You to Tell a Compelling Story
- Appeal to and Understand Their Audience
- Be Interesting, Entertaining, Understandable, Relatable
- Provide Information, be Accurate



Putting Your Best Foot Forward – The Interview



Some Things
Haven't Changed:
**PREPARATION IS
THE KEY!**



Former CA State Sen. Leland Yee

Putting Your Best Foot Forward – The Interview

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
SDWA BDCP DSC IRWMP ESA
POTW BMP SWRCB

Putting Your Best Foot Forward – The Interview

Tell Your Story and Anticipate Questions – You are the Expert

- Be Concise
- Stop Talking When You Have Made Your Point!
- Don't Repeat Negative, Bridge Back to Your Key Messages...
- Control and Deliver Bad News

KISS

Keep It Short and Simple



Gary Szatkowski
@GarySzatkowski

Follow

My deepest apologies to many key decision makers and so many members of the general public.

9:44 PM - 26 Jan 2015

353 RETWEETS 204 FAVORITES



Gary Szatkowski
@GarySzatkowski

Follow

You made a lot of tough decisions expecting us to get it right, and we didn't. Once again, I'm sorry.

9:46 PM - 26 Jan 2015

287 RETWEETS 153 FAVORITES



Avoid “No Comment”



Be relaxed, make eye contact, gesture



Stay calm, smile (if appropriate)



Provide fact sheets, visuals if available

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 Example



Putting Your Best Foot Forward – The Interview

Be Proactive

- Build and maintain relationships with media
- Identify internal media spokesperson, policies
- Establish Ongoing Communications program: Be transparent with information – web site, newsletters, outreach, social media
- You **need media** to help tell your story



Why / How to Use Social Media



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

facebook

1.35 Billion Active Users

twitter

284 Million Active Users/month



300 Million Active Users/month

- 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

Power of Social Media – Ice Bucket Challenge
More than \$100 million raised for ALS



Social Media During Drought

Long Beach WaterDepartment
January 30 at 3:46pm · 🌐

All over California, it looks like one of the driest Januaries on record – probably a fourth year of drought! Gotta keep conserving water! Remember to run your sprinklers only on Mondays and Thursdays! Visit us at <http://lbwater.org/water-use-prohibitions> to see the other water use restrictions. #lbwater #savewaterlb #conservewater



**Watering Days
Are Mondays
& Thursdays
ONLY!**

Long Beach Watering Days
Monday
~~Tuesday~~
~~Wednesday~~
Thursday
~~Friday~~
~~Saturday~~
~~Sunday~~

Visit Us Online
For More Water
Use Restrictions:
www.lbwater.org

Like · Comment · Share · 3 0 2

Contra Costa Water District
January 30 at 3:31pm · 🌐

Our Spring 2015 Public Outreach Tour dates have been set: Fridays April 17 and May 15.

This is a great chance to see how we get clean, healthy water to you. These popular all-day bus tours are free and include lunch. You'll visit a water treatment plant, pumping station, along with the Los Vaqueros Marina and Dam.... See More



Contra Costa Water District - CCWD Tour

CCWATER.COM



Water waste

does not a drought help.


sdwa @sdwa · Jan 22
RT **@sdwastenowater**: The force is strong with San Diegans. We thank you for your conservation efforts! #TBT #drought

 San Diego County Water Authority

Why / How to Use Social Media

In an emergency...



 **Gadi Schwartz** 
@GadiNBCLA

 Follow

This is not good... #uclaflood

6:36 PM - 29 Jul 2014

95 RETWEETS 52 FAVORITES



 **Joe Serna, LAT** 
@JosephSerna

 Follow

.@LADWP official: #UCLAflood water main repairs will NOT be completed Wednesday. Lots of complicated work to be done.

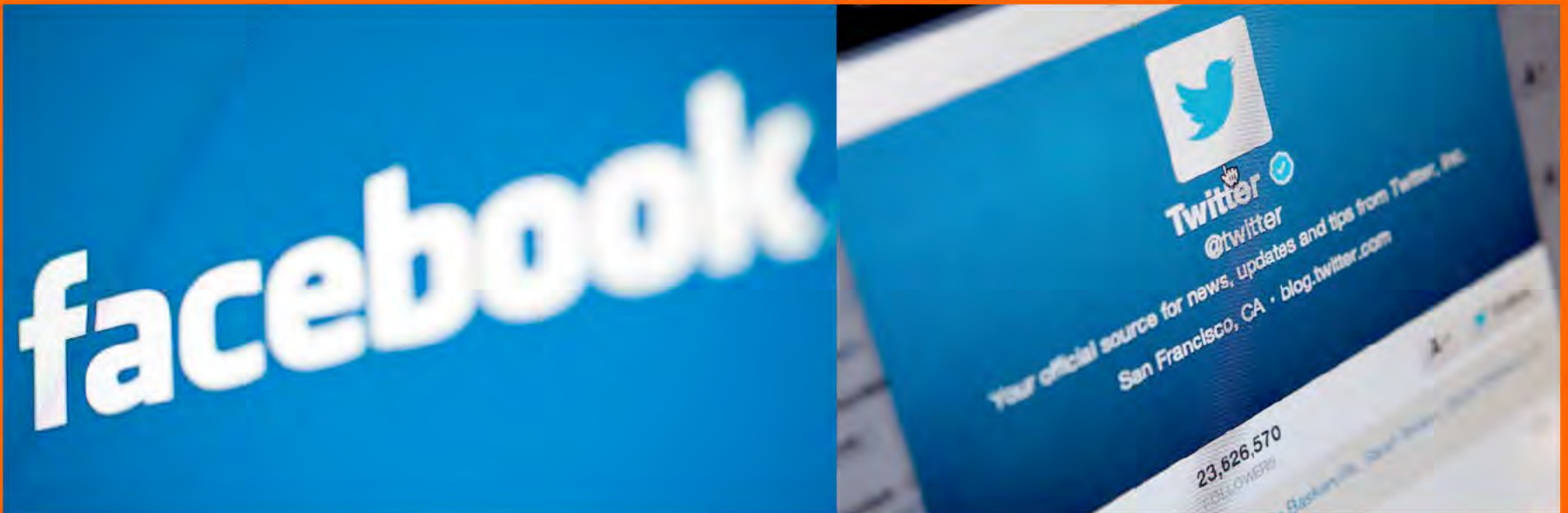
7:25 AM - 30 Jul 2014 📍 Santa Clarita, CA, United States

11 RETWEETS 4 FAVORITES



Why / How to Use Social Media

- Position Your Agency on Facebook and Twitter
- Plan Content to Be Pushed Out on FB and Twitter (public meetings, open houses, tours, upgrades, etc.)



Blogging – Control Message – Get Story Out

Today...What You Say Lives Forever

- Greater Reach Than Ever Before
- Seize Opportunity
- Use These Opportunities Wisely – Like Water!



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