



WEST BASIN MUNICIPAL WATER DISTRICT
 17140 S. Avalon Blvd., Suite 210
 Carson, CA 90746

AGENDA NO. 22

July 9, 2008 – Communications
 Kwan(Chair), Gray
July 28, 2008 – Board Meeting
 Prepared by: Ron Wildermuth
 Submitted by: Ron Wildermuth
 Approved by: Rich Nagel

INFORMATION CALENDAR

NEWS WIRE SERVICES FOR MEDIA OUTREACH

SUMMARY:

Public and Government Affairs (P&GA) is implementing an aggressive media outreach campaign to raise the profile of West Basin with the press and garner the exposure/publicity that is part of the goals of the Board adopted Strategic Business Plan. A Media Plan will be forthcoming.

In the interim, development of P&GA's outreach plan is in progress and will include continued outreach to local papers, regional media outlets, and electronic mediums.

One way of achieving positive results is to gain exposure to a larger audience through the use of news wire services. Staff currently uses Business Wire to search for newsworthy items relevant to West Basin. Through research, experience and word of mouth, P&GA has determined that use of Business Wire will assist our outreach efforts and achieve the broader media coverage. West Basin can use Business Wire to gain broader distribution of certain news releases on a strategic, case-by-case basis.

Cost: Membership in Business Wire is free. However, submitting our press releases (for a 400 word News Release) to Business Wire for distribution to the Metro area, Southern California, Statewide, West Coast, or other options will cost various rates, as outlined below. Costs are for one press release. To do this program, funds would be taken from existing conservation, education or outreach budgets, depending on the subject of the release.

LA Metropolitan Water District	\$210 (Specify Los Angeles market...)
So. California	\$225
California (statewide)	\$250
Pacific Coast	\$350
Industry	\$475 (technology, biosciences, entertainment or energy - plus a saturation of your headquarters market)
Various Regions	\$625 (Major Markets, more than 130 dailies)
National	\$650 (reaches +1,000 daily papers via AP wire)

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications - Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:

Customer Service - West Basin is committed to providing value by understanding and meeting the needs of our customers and communities we serve.

FISCAL IMPACTS:

Funds are included in the Fiscal Year 2008-09 Communications and Public Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed at the Communications Committee meeting on July 9, 2008 and agendaized to the July 28, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.