

Exhibit "A"

West Basin Media Plan 2008-2009

GOALS

In alignment with the goals outlined in the 2008 Board-adopted Strategic Business Plan and the 2007 Communications Plan, Public Affairs staff will work with West Basin Directors and staff to raise public awareness about West Basin's goals, programs and accomplishments through the media.

Our primary goal is to communicate West Basin's commitments (brand, value, savings and benefits) and Water Reliability 2020 Program to customers and the communities we serve as well as the water industry in general.

We will additionally promote West Basin as an industry leader in water recycling, water conservation, ocean-water desalination and youth water education. We will make a special effort to promote water conservation, acceptance of the Water Reliability 2020 program and communicate about the current water crisis.

All press releases and stories will contain West Basin's commitments and reflect our brand of being an innovative, environmentally-conscious, customer-service focused water agency.

Attached is West Basin's Internal Media Relations Policy that spells out the procedures for handling media queries, press releases and other media actions.

AUDIENCE

Our primary audience for media outreach is the local, community-based media. Focusing on local papers and community-based television programs allows West Basin to have a presence in the community at the grassroots or neighborhood level. We will work with local, regional and national media in addition to trade media. Through these media we are able to communicate with our local community leaders, the general public, businesses, industry associations, government agencies, non-profits, program partners, contractors, and fellow water agencies. Media communications is supported by West Basin's newly redesigned website and complemented by its active community outreach programs through Water Reliability 2020 and other education, conservation and public outreach.

HOW DO WE DEFINE SUCCESS?

Here are the ingredients of a successful media relations plan:

- A successful media relations plan will result in the media trusting that West Basin will respond quickly to their deadlines and will be there to help the media regardless of whether a story results or not.
- West Basin will ensure that its Board, General Manager and key staff are available to respond to the media's need for information, even on short notice.
- West Basin's news releases will be legitimate news and dispatched in a timely manner. We will not produce news releases just to meet a quota. Our releases will be thoughtful and newsworthy and we will only send out news releases if we feel they can be used and have a purpose.
- West Basin will be completely ethical with reporters, and never lie or hide facts. Remember, nothing is off the record. We will consider everything we tell a reporter as something that could be on the front page of the *New York Times*!
- West Basin's outreach staff will develop personal relationships with key media to build trust and understanding between the reporter and staff.
- If West Basin cannot answer the query, outreach staff will research and help the reporter get to the correct source, even to the extent of following up with the reporter to ensure another agency was responsive.

This proactive media relations effort will result in West Basin being the trusted source of water information for our local and trade media.

MEASURABLE RESULTS

Public Affairs staff is diligent about building relationships with local media. We do this by being available to answer questions and track down information for the reporters and editors we work with. We are proactive in creating, distributing, and following up with press releases and other announcements. One of our goals in garnering media attention is to see an increase in participation and public support for our Water Reliability 2020 program, and our education, conservation, ocean-water desalination and recycled water programs.

Staff provides routine weekly media reports to the Board of Directors and staff with discussion of outreach and coverage for that week. Staff regularly tracks local media coverage, analyzing geographic distribution, subject area, papers, and reporters/editors.

TACTICS

Building Relationships

1. Media List: The West Basin outreach team has already begun an active media outreach communications effort by developing media lists and updating contacts (media lists are attached).
2. Local, Trade, & Ethnic Media Lists: Staff will develop a comprehensive list of local, trade, and ethnic (including Spanish and Chinese speaking papers) media and enter them into appropriate media e-mail distribution groups for releases. Photos with captions will be distributed electronically to appropriate media outlets.
3. One-on-One's: Staff periodically contact key media to offer to meet for coffee/lunch, provide updates, and offer personal tours of our facilities.
4. Expanded Distribution of Press Releases: Staff will extend the reach of our media releases from time-to-time by using Business Wire to post significant releases for their distribution to expanded business and trade media outlets.

Refining Collateral and Outreach Materials

5. Consistent Collaterals/Media Kits: Fact sheets will be updated based on the Strategic Business Plan, branding and commitment statements, and Water Reliability 2020 Plan. Fact sheets focused on our commitments will be part of a media kit to be provided to each of our media representatives. Staff has added the commitments to the web page and at the bottom of our press releases.
6. Enhanced Web Media Center: The media has been notified of our new website. Staff will develop a secure Media Center for our new website, which will contain all the basic information about West Basin in one easy to find location, including Board and management staff biographies and photographs. More and more media use the internet to do their background research before doing stories or media visits.
7. Consistent Talking Points: Staff has created talking point cards on various aspects of West Basin's activities to aide staff and the Board of Directors in communicating key messages.
8. Video Production and Placement: Staff will be researching local city television shows and city cable stations for placement of a new West Basin video to be produced as part of the outreach plan for Water

Reliability 2020. As part of the video production, staff will assemble “B-roll” on key West Basin projects and programs for sending to the electronic media.

9. Conservation Brochure for Businesses: Staff will draft and print a booklet entitled, “How Small Businesses Can Make Money on the Upcoming Water Crisis”, and market it to our small business owners in the West Basin service area. The booklet will provide information on conservation tools that save water, energy and money and provide funding assistance. We will conduct outreach to get media coverage of the booklet and post information on www.westbasin.org.
10. West Basin Media Business Cards: Staff will develop special business cards that list on the back of the cards areas of water expertise and contact information of West Basin staff and give these cards only to media.

Enhancing our Resources

11. Media Training for West Basin Board and staff: As part of the Water Reliability 2020 Program, staff will schedule our consultant to provide media training for the Board of Directors and management staff.
12. Staff will be kept informed of news releases: News releases will be brought to the attention of all employees and they will be directed to the website to see all releases as they are distributed.
13. West Basin Water Experts: Staff will develop and provide to the media a Water Experts List. The list will be a ready contact for the media and will include subject area expertise and contact information for West Basin staff.
14. Being a Water Resource for the Media: Staff has already adopted a policy of being the media’s point of contact for all water related information. By this we mean that we will not only provide information about West Basin, but will help the media find sources and information about any aspect of water so that they come to us first when they need water information.
15. News Release Calendar: Staff is developing a news release calendar for the coming year.
16. Researching New Mediums: Staff is looking into the feasibility of more technologically and resource-efficient means of communicating West Basin’s messages to the media. Some of the new tools West Basin staff is looking into include the benefits, risks, and expenses associated with blogging, podcasting, social networks, and RSS feeds.

Focusing on our Communities and Customers

17. E-Newsletter Blast Strategy: Staff will explore developing an electronic or E-blast of news releases to key community leaders, Chambers of Commerce, our consultants and legislative staffers to keep them informed about West Basin activities.
18. ACWA Water Series Distribution to Local Libraries: Staff will reproduce and send to each library and college within the West Basin service area copies of the entire Huell Howser ACWA water series with an introduction by West Basin.
19. Media Conservation Competition: Staff will investigate the possibility of partnering with a media outlet on an annual conservation competition among the West Basin cities, using a media outlet that is frequently used for conservation advertising.
20. Stories focused on Conservation and Recycled Water Programs for Readers: Staff will draft press releases about conservation programs that appeal to editors as a way to provide benefits to their readers. We will boil down complex conservation programs into user friendly stories and get testimonials from satisfied customers.

MEDIA LIST: Local Papers

NEWSPAPER
ALL DIVISIONS
Associated Press
Brown & Caldwell's
City News Service
El Sol de California
Hoy
ImpactoUSA
La Opinion
LA Weekly
Long Beach Press-Telegraph
Los Angeles Bay News Observer
Los Angeles Business Journal
Los Angeles Daily News
Los Angeles Independent
Los Angeles Sentinel
Los Angeles Times
Los Angeles Tribune
The Daily Breeze
The Wave
Black Business Association
LOCAL PAPERS
Blue Pacific News
California Crusader News
Culver City News
Culver City Observer
Easy Reader
El Segundo Herald

Gardena Valley News
Herald Dispatch
Inglewood Today
Lomita Junction News
Long Beach/Carson/Compton Times
Malibu Surfside News
Malibu Times
News-Press
Our Weekly
Pace news
Palos Verdes Peninsula News
Palos Verdes South Bay Extra
Redondo/Hermosa South Bay Extra
San Gabriel Valley News
The Beach Reporter
The Compton Bulletin
The Star
The Tribune
The Wave
West Hollywood Independent
West Hollywood Today
RADIO
KNX
KFWB
KPCC 89.3

MEDIA LIST: TRADE PAPERS

Company

ACS Environmental Science and	ACWA News
Adelphia	American Industry
American Medical Association Journals	American Membrane Technology Association
American Public Works Association (APWA)	American Public Works Association (APWA)
American Society for Continuing Education	AMWA / Federal Water Review
ARC News	ASCE Civil Engineering Magazine
Association of Ground Water Agencies	AWMA Journal
AWWA - American Waterworks Assoc. Journal	AWWA Mainstream Magazine
BNA Daily Environment Report	Brown & Caldwell
Brown and Caldwell's Water News	Cadalyst
California Environmental Insider	California Rural Water Association
California Rural Water Association	California Water Environment Association
Center for Water Resources, UCR	Chemical Engineering Progress
Chemical Week Governing Magazine	City & Town
Civil Engineering	Clean Water Report
Consulting-Specifying Engineer	Cost Engineering
County Progress	Engineering News Record
Engineer's Digest	Environment Magazine
Environmental Engineer	Explorations
Facilities Planning News	Geo Info Systems
Government Technology Magazine	Greenwire/ E&E
Ground Water Monitoring & Remediation	Industry Week
Infrastructure Finance	Inside EPA/Inside Washington Publishers
Inter-American Association of Sanitary and E...	International Desalinization Agency (IDA)
Issues in Science and Technology C/O The U...	Journal American Water Works Association
Leitner & Associates	National Association of Science Writers
National Engineer	National Rural Water Association
Nation's Cities Weekly	Opflow
Oracle Magazine	Pacific Builder and Engineer
Pan American Health Organization	PC Week
Planning	Progressive Engineer Magazine
Public Works Magazine	Public Works Magazine
R & D Magazine	Safedrinkingwater.com
SAWPA	Science Illustrated

Southwest Hydrology- University of Arizona	Technology
Technology Review	The Aquifer
The Utilities Forum	U.S. Water News
Waste Age National Association of Counties	Water & Energy Clear Solutions
Water & Wastes Digest	Water 21
Water Conservation News	Water Desalination Report
Water Desalination Report	Water Efficiency Magazine
Water Environment & Technology	Water Environment Federation
Water Online	Water Policy Report
Water Resources Research	Water Reuse -California Section
Water Strategist	Water Trade Newsletter
Water Utility Executive	Water Well Journal
Water World American City & County	WaterTech Online
Waterweek	Weekly Reader
Western Builders	Western Water/Water Education Foundation

West Basin Internal Media Relations Policy

OBJECTIVE

To provide consistent, factual and timely information about West Basin Municipal Water District (West Basin), and consistent with the actions of the Board of Directors, to members of news media in order to keep producers, government officials, other water agencies, employees, the general public, and other interested organizations informed.

An on-going media relations program is required of any government agency to ensure a free flow of information to its stakeholders—the American public. Active and positive media relations is a key part of an information program that ensures public awareness and understanding of West Basin and its contribution to society, which is the first step in gaining public support for West Basin's projects and programs.

As a matter of policy and as required by the California Government Code, West Basin may elect not to comment on personnel privacy matters, certain politically-sensitive issues where West Basin holds no position, matters under litigation or potential litigation, endorsements of commercial products, or issues that require speculation or are beyond West Basin's areas of expertise.

PROCEDURES

The primary spokespersons for West Basin shall be the Board of Directors, General Manager, the Public and Government Affairs (P&GA) Manager, the Public Affairs Specialist and others as designated by the General Manager.

It is imperative that the P&GA Manager and the Public Affairs Specialist are kept informed of all important issues that could become of media interest, positive or negative, as early as possible.

If you receive a call from the media, refer all calls to the Public and Government Affairs Manager, or Public Affairs Specialist, or use West Basin's interoffice paging system to page them. If the P&GA Manager is not in the office, transfer the call to the Public Affairs Specialist. If it is outside of normal working hours, the P&GA Manager can be reached by pager at (310) 892-5545. If for some reason you are unable to reach anyone in the P&GA Department, take a message including the reporter's name, organization and phone number and time of call. Reassure the caller that someone will get back to them as soon as possible and then leave a message on the Manager's phone or with the Public Affairs Specialist.

All media interviews must be cleared with the P&GA Manager. Media interviews with West Basin's staff or technical experts can only be conducted after the P&GA

Manager or Public Affairs Specialist has determined the interview should take place and the technical expert interviewee has been prepared for the interview by the P&GA Manager or Public Affairs Specialist. All such interviews will be conducted in the presence of the P&GA Manager or the Public Affairs Specialist.

The P&GA Manager and the Public Affairs Specialist will keep the General Manager, the Board of Directors and other affected parties informed of all media contacts in a timely manner.

PRESS RELEASES

Press releases will be approved by the General Manager, and the Board President as needed. In addition, any Director quoted will be included in the release approval process. If any release applies specifically to one Division, that Director will also approve the press release.

CRISIS COMMUNICATIONS

Like any organization, West Basin could experience a crisis or emergency situation. Such emergencies can attract public, media and governmental attention. It is the policy of West Basin to get the news out in an accurate and timely manner in the event of an emergency. The manner in which West Basin responds will shape the organization's reputation for years to come. If on a day-to-day basis, West Basin is cooperative with the news media, they will be more likely to be supportive of West Basin during a crisis or emergency.

In the event of a crisis or emergency, the staff representative involved with the incident will first ensure the safety of all personnel, and then immediately notify the General Manager, Assistant General Manager, and P&GA Manager/Public Affairs Specialist of the situation. No one should communicate with the media during a crisis except the General Manager, the P&GA Manager, Public Affairs Specialist and others as designated by the General Manager.

If any staff member receives media calls during an emergency, record the reporter's name, organization, phone number, exact time of the call and reassure the caller that someone will get back to them as soon as possible. Notify the P&GA Manager, and/or the Public Affairs Specialist of the media query immediately. It is important during such an emergency not to talk to the media, speculate on the cause of the incident or release the names of the individuals involved until the appropriate notifications can be made. The media should not be allowed to enter an emergency area until the area is determined to be safe; however, they should be allowed to cover the situation from a safe distance away.