



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

AGENDA NO. _____

SEPTEMBER 3, 2008 – Communications
Kwan (Chair), Gray
SEPTEMBER 22, 2008 – Board Meeting
Prepared by: Noelle Collins
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

ACTION CALENDAR

FISCAL YEAR 2008-09 MEDIA PLAN

SUMMARY:

As outlined in the Strategic Business Plan, Communications staff has developed West Basin's media outreach strategy for Fiscal Year 2008-09. The Media Plan outlines West Basin's media outreach efforts and goals, focusing on West Basin's Commitments to our customers and communities, Water Reliability 2020 Plan and the Strategic Business plan. The Media Plan addresses how Communications staff will work with the Board members and staff to raise public awareness about West Basin's goals, programs, and accomplishments through the media. We will promote West Basin as an industry leader in water recycling, water conservation, water resource management, ocean-water desalination and youth education. We will also promote water conservation, the Water Reliability 2020 Plan and communicate the current water crisis.

The Media Plan focuses on our target audiences, measuring our success, establishing meaningful relationships with the media, exploring new technologies, refining our collateral materials, making information easy to locate, and being a resource on water issues for journalists.

West Basin's media plan will remain focused on local, community-based media, including local papers and television stations. We will expand our outreach to larger publications as appropriate, and on a story-by-story basis, through the selective use of Business Wire and relationships with editors and journalists from regional and national news outlets.

The Media Plan addresses goals, audience, defining success, measurable results, and tactics. Also included in the plan is an internal Media Relations Policy, local and trade media lists and a map of local paper coverage in West Basin.

Media Training and Talking Points will be discussed in person with the Board of Directors and staff.

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 the communities we serve.

FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 3, 2008 and recommended for approval at the September 22, 2008 Board meeting.

RECOMMENDED MOTION:

That the Board review and approve the Fiscal Year 2008-09 Media Plan.

LIST OF EXHIBITS:

Exhibit "A" – West Basin Media Plan 2008-2009

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