

Emerging Constituents Water Quality Program Public Relations Workgroup

August 22, 2012

ATTENDEES

Adoga Kiharangwa, City of Corona
Joanne Curry IRWD, (tele)
Rebecca Franklin, SBMWD
Al Lopez, WMWD
Mark Norton, SAWPA

April Coady, EMWD
Elizabeth Willis-Skrzat, Consultant
Jennifer Shepardson, SBMWD
Jeff Crider, SBVMWD
Sara Villa, SAWPA

Call to Order / Introductions

The Emerging Constituents Water Quality Program Public Relations Workgroup meeting was called to order at 1:05 p.m. at the Santa Ana Watershed Project Authority, 11615 Sterling Avenue, Riverside, California.

Approval of Meeting Summary

Mark Norton presented the March 14, 2012 Meeting Summary for approval. Hearing no comments, the summary was deemed acceptable as presented.

Review Status of WQ PR Program – Elizabeth Willis Skrzat

Ms. Willis-Skrzat provided a power point presentation on the progress update for the social media feedback. She noted that the blog and the word press is the anchor of the social media outreach, and is connected with Facebook and Twitter which allows you to go out into the world and find people that are interested in the subject and then drive them to the site where they can see your content. Ms. Willis-Skrzat said that our message is “Our first and only priority is the health of everyone who drinks our water”, and it has been reinforced by another message stating “It’s personal, we live here, we drink our water, we give it to our kids and it is important to us.” She referenced the Facebook page and noted that pictures are good to generate interest and having a link is good as well. The Twitter Feed was displayed, and she explained how a hashtag is a mini headline that will lead to the actual content.

Ms. Willis-Skrzat noted that for future content, having a stronger scientific base as the third party verifier is very important. Dr. Bill Cooper from UC Irvine and Dr. Shane Snyder from University of Arizona are both experts on Emerging Constituents and she’s working on trying to get them to answer questions on why water is safe. She said that she is also working on finding a local audience by reaching out to local community groups. It was suggested that running a public service announcement through a local cable channel would be a good idea. It was asked what kind of reaction we are getting form the public, Ms. Willis-Skrzat noted that it has been pretty positive; with about 500 hits on the blog, 16 followers on Twitter, and 4 re-tweets.

Mr. Lopez referenced an article in the Press Enterprise on our changing climate and he recommended that Ms. Willis-Skrzat take pieces of it and put it on the blog. It was asked what Ms. Willis-Skrzat recommends to spread the message. She noted that if water agencies could

put the link to their own agency website and to be a little more proactive, or if there is an email list to where the blog can be sent too, that would be helpful. Ms. Shepardson stated that she would need to add a disclaimer and get approval from the General Manager before adding any link to their website. It was noted that EMWD has the link on their website, and Mr. Lopez noted that when he has their community outreach meeting, he's going to suggest they add it to the WMWD website.

Future Meeting

No future meeting was scheduled.

Adjournment

The meeting adjourned at 1:43 p.m.