



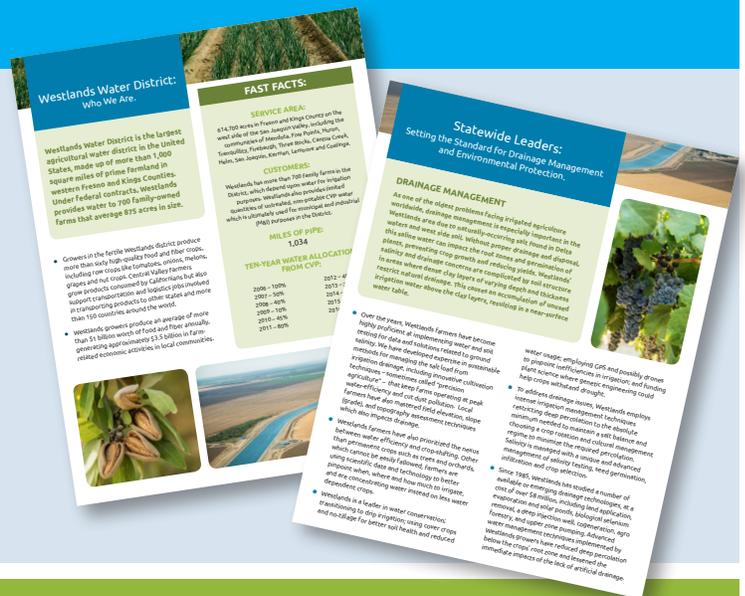
Communications Program: Progress Report

WESTLANDS WATER DISTRICT

AUGUST 2016

WESTLANDS MATERIALS

The communications program has produced a number of documents including several new fact sheets to provide more information about the District and critical issues facing our growers. We are distributing these documents to elected officials, the media, and interested parties to provide our point of view and to refute the misinformation about the District and our farming operations. Throughout this summer, we shared these fact sheets in the Westlands monthly newsletter. Please let us know if you need copies of the fact sheets for events or meetings you are attending.



PROACTIVE MEDIA OUTREACH

We have placed a number of opinion pieces over the last several months to promote Westlands' point of view and educate diverse audiences on topics important to Westlands Water District. Each is aimed at incorporating an overall theme that is timely and relevant to the current news cycle. A sampling of the op-ed campaign is listed here.

To secure favorable coverage for the District, we also regularly pitch story ideas to national media covering water and agricultural issues as well as send updates to reporters to keep them apprised of the District's events and issues. The goal is to generate positive media about Westlands and defend our position on key issues that impact Westside farmers.

Visalia Times-Delta

PART OF THE USA TODAY NETWORK

"Federal agencies are using these opinions as the basis for decisions that deprive cities and farms of water in the name of protecting the Delta smelt, salmon and other native fish."

Johnny Amaral, Westlands Deputy General Manager, Feb. 29, 2016

San Francisco Chronicle

"Our unbalanced and uncoordinated water policy creates some winners and multiple losers. The California congressional delegation and our Legislature — indeed, every Californian — should demand to know why, now that we have water, it is not being pumped where it's needed."

William Bourdeau, Executive Vice President of Harris Farms, March 31, 2016

The Fresno Bee

"In a political era where compromise is sometimes considered a dirty word, the fact that the administration and Westlands Water District came to a compromise agreement to solve these decades-old issues is one that should be applauded."

Johnny Amaral, Westlands Deputy General Manager, May 26, 2016

Continued

MEDIA OUTREACH (Continued)



"Unless Congress acts quickly to allow water policy flexibility and provide some relief to farmers, California consumers may pay the price with changes they never expected."

Daniel Errotabere, Westlands farmer, May 15, 2016



"It seems strange that entertainment, technology and internet companies are often celebrated, yet corporate success in farming is demonized."

Sarah Woolf, Westlands grower, June 16, 2016



"We need a water supply that can keep up with the growth and appetite of our state. In the last 30 years, I've been able to grow 30 percent more crops using 30 percent less water. I've been able to grow more with less, but we can't grow more with nothing. Five percent is not enough"

Joe Del Bosque, July 14, 2016



"Our wet winter increased the state's water supply and filled many of our reservoirs. But in many ways, the much-needed relief exposed the failure of the current water system and the lack of a cohesive federal and state plan to secure water for California residents and businesses."

Jim Anderson, a fifth generation family farmer in Central California, Aug. 17, 2016

RESPONDING TO FALSE OR MISLEADING INFORMATION

A rapid response system has been put in place to convey Westlands' points of view and ensure all media is managed in a timely manner. In response to major media issues, we draft press releases as well as talking points, which are distributed to the rapid response network to augment and supply further support to Westlands' positions. For example, when growers were demonized by the East Bay Times and the San Francisco Chronicle, talking points were dispersed to the network to force authors to defend their position when presented with the reality by those who live it every day.

MONTHLY NEWSLETTER

Westlands now produces a monthly newsletter to distribute to its growers and the District network. The newsletter launched in March 2016 and includes recent news stories and Westlands op-eds, grower spotlights, a breakdown of state and federal legislation, important District notices and announcements, and a public affairs update authored by Westlands Deputy General Manager Johnny Amaral. The newsletter is distributed to a list of over 1,500 individuals, shared on social media, and posted on the Westlands' website.



OUTREACH TO LEADERS THROUGHOUT CALIFORNIA

To educate leaders throughout the state who can be supportive of farming moving forward, Westlands is reaching out to influential organizations throughout the state. We began with organizations located in the Los Angeles region in July, and scheduled Sacramento meetings in late August. Westlands Deputy General Manager Johnny Amaral met with the leadership of the following organizations, stressing the importance of finding a comprehensive statewide solution to California's water crisis. The next phase of the stakeholder outreach will include organizations in the Inland Empire.

LOS ANGELES JULY 7-8, 2016

- Los Angeles Area Chamber of Commerce
- Southern California Leadership Council
- Los Angeles Economic Development Corporation
- Los Angeles Business Federation
- Valley Industry & Commerce Association
- Orange County Business Council
- South Bay Association of Chamber of Commerce
- Los Angeles Times

SACRAMENTO AUGUST 25, 2016

- California Business Roundtable
- California Chamber of Commerce
- California Farm Bureau
- Western Growers



INLAND EMPIRE OCTOBER 2016

- Inland Empire Economic Partnership
- Inland Empire Regional Chamber of Commerce
- San Gabriel Valley Economic Partnership
- Regional Chamber of Commerce, San Gabriel Valley
- Riverside Chamber of Commerce
- City of Riverside, Community and Economic Development
- San Bernardino Area Chamber of Commerce
- San Bernardino County Economic Development Agency
- Hispanic Inland Empire Chamber of Commerce

SOCIAL MEDIA

Westlands has joined Facebook, Twitter and LinkedIn and is quickly raising its visibility with audiences on social media. We are using social media to spread positive information about Westlands Water District, relevant news stories about critical water and agricultural issues, and expressing our opinions about significant topics that impact our food production and water supply. Westlands posts 4-5 times a week on each platform and frequently tags our allies in our posts to garner greater support. For example, Westlands often tags the California Farm Water Coalition, Western Growers, the California Farm Bureau, and the Ag Council of California in our social media posts who in turn share our messages with their followers.

Like us on Facebook

We have 928 Likes.
Help us get to 1,000!



Follow us @Westlands_Water

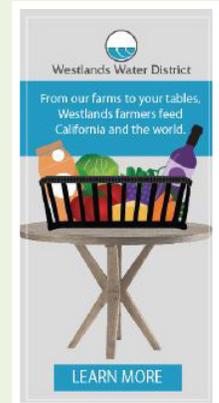
307 Followers and counting!



SOCIAL MEDIA ADVERTISING PROGRAM

Westlands is using social media ads to reach and educate target audiences across the state regarding water issues pertinent to Westlands Water District. We are reaching journalists, elected officials and political influencers with proactive, positive messaging about Westlands and critical messages about the state of California's current water system. We use hyper-targeted paid social media ads on Facebook, Twitter and Google Display that are designed to reach influencers with Westlands' key messaging. Since April, we have launched four ads addressing the following topics:

- The tragedy of the Bureau of Reclamation's 5% Allocation
- Positive messages about the role of Westlands Water District in the California ag industry
- Benefits of the Westlands Drainage Settlementt
- What's In Your Pantry – Highlighting the food production in Westlands Water District



IRRIGATION LEADER

Westlands is featured in *Irrigation Leader*, a forum for water professionals and policymakers to discuss key issues and challenges impacting water. The magazine is distributed to more than 10,000 agricultural water professionals, including irrigation district managers and boards of directors in the 17 western states, Bureau of Reclamation officials, members of Congress and committee staff, and irrigation-associated businesses.



FOOD FOR THOUGHT

To illustrate the failure of current water policy and demonstrate the dire need for a reliable solution, we have established a weekly bulletin called "Food for Thought." Each bulletin highlights the broken water system. The bulletin is shared with an extensive list of media, congressional contacts, the ag community, growers and third party stakeholders on a weekly basis with the intention of better informing each population and inciting action toward a solution. For example, the most recent bulletin corrected the myth that ag uses 80% of the water supply and pointed out that the environment, not urban or rural communities, receives the highest share of water.