



External Affairs Management Report

Communications and Legislation Committee

Item #7a

November 8, 2021

Water Conservation Advertising

Presentation to DEI Council on November 3

- Current ads - graphics, videos and radio placements
- Ethnic media strategies
- Link with all assets, invited feedback
- Positive response to campaign, suggestions for expanding our outreach with additional languages and visuals



Water Conservation Advertising

- Full page ads in LA Times, San Diego Union-Tribune and Southern California News Group papers
 - OC Register, Press Enterprise, The Sun, Bulletin, Facts, SGVN, Whittier, Pasadena Star, LA Daily News, Long Beach Press Telegram, Torrance Daily Breeze
- San Diego Union Tribune en Español and Los Angeles Times en Español
- Excelsior newspapers: Excelsior LA, Exelsior OC, Exelsior Inland Empire-La Prensa



Awards

- Winner - Public Relations Society of America, LA Chapter
 - Series of 'Wasting Water Is' video series
- Finalist – Nationwide PR News Awards for Advertising Success on a “Shoestring Budget”
 - Meet your California Friendly® Neighbors social media



