Outreach & Media



Outreach & Media are Key to a Campaign

There are many forms of media to help you tell your story:

- Print Media includes: weekly and/or daily newspapers & magazines
- TV includes: nightly news, more full-length shows, & documentaries
- Radio and Podcasts
- Social Media
- Art focused media such as photography, visual art, or memes
- Self-published media

Types of outreach and DIY media includes:

- Creating Flyers and Publications
- Writing Articles
- Creating Websites
- Creating Petitions or Action Alerts
- Making professional and low quality videos
- Making documentaries
- Creating and/or sharing educational materials
- Hosting events and meetings
- Direct outreach: "In-person" one-on-one meetings

What are other ways to outreach to communities?

The most important thing to remember: Be prepared, keep it simple, and communicate clearly

Know your issue and audience:

- How do you communicate your issue in an easy-to-understand way?
- How does your communication impact your community?
- What are the facts and what decisions are being make?
- O What are you asking your audience to do?
- Who is impacted, are they your spokespeople or communicators? Who are your advisories? Have you studied their points and counter-arguments?

Not everyone is good at everything, but everyone has something to add.

Press Releases, Advisories & Statements

When dealing with mainstream media the main way to get your issue in front of a reporter is by issuing press releases, statements and advisories. They need to be timely and focused around an event, decision, or something that is happening NOW in order to get covered.

You need to cover: WHO, WHAT, WHERE & WHY in both a release and an advisory. The news moves fast so it is good to have statements and press releases ready if you are expecting a decisions or event. If you do not engage the other side, if one exists will completely frame the story because reporters are overworked. Releases, statements and advisories need clear titles, information and contact information.

- First research press contacts and create a contact list
- Press advisories are short (less than a page) and usually released several days ahead of time
- Press releases are longer (1 to 1.5 pages) and include quotes from impacted people, and tell a story
- Press statements are usually just a quote for someone else's release





For Immediate Release: June 30, 2020

July Advocacy & Water Protection Speaker Series to Focus on Native Advocacy Through Arts, Culture and Health

For More information contact:

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Brittani Orona, Save California Salmon 916.390.5167 brittani.orona@gmail.com Regina Chichizola, Save California Salmon 541 951-0126 regina@californiasalmon.org

Northern California- Every Friday this July at noon Native American artists, scholars, food and health advocates, and cultural leaders will present on how water protection and art, health, culture, and food intersect as part of Humboldt State University's Native American Studies (NAS) Department and Save California Salmon's Advocacy & Water Protection Speaker Series and Certification Program.

Organizers of the series emphasize that water protection is not only about policy advocacy and organizing actions. Art, health and culture are central to water protection efforts in Native American communities.

"Environmental injustice is at the very heart of all struggles facing Indigenous people today," said Brittani Orona, UC Davis NAS Ph.D. Candidate and Save California Salmon Board Advisor. "Native people have continuously protected their homelands from eco-facism, extraction, and destruction. The Indigenous Environmental Justice series details the innovative ways that Native people engage in environmental protection beyond policy through art, culture, and food sovereignty."

The second installment of Save California Salmon and Humboldt State University's Native Americans Studies three-part Advocacy & Water Protection in Native California training and certificate program will focus on water rights advocacy as it relates to culture, environmental justice, and community. The

movements, indigenous environmental justice, art, food sovereignty, culture, and community resilience as they relate to water justice in different watersheds.

Assistant Professor Kaitlin Reed from HSU's Native American Studies department emphasizes that art, health and culture are critical aspects of water and land protection, as well as an important act of resistance to contemporary settler colonial natural resource management.

"Indigenous environmental justice must necessarily engage with ongoing structures of settler colonialism and land dispossession," explains Reed. "Settler colonial orientations to land and water that seek to commodify and control facilitate violence against both Native peoples and the environment — which cannot be disentangled. Reclaiming traditional lifeways — through arts, foods, and other cultural practices — must be understood as Indigenous resistance and resilience."

All webinars are at noon on Fridays. July courses include:

July 3rd, CORE Course - Grassroots Advocacy & Indigenous Environmental Justice with Tia Oros Peters from Seventh Generation Fund, Moming Star Gali from Save California California and Brittani Orona, U.C. Davis and Save California Salmon Board Advisor

July 10th Arts as Activism: Protecting Land, Water & Life with Julian Lang, (Karuk/Shasta/Wiyot), Lyn Risling, (Hupa/Yurok/Karuk) and Kateri Masten (Hupa/Yurok/Karuk/Shasta/Abanaki)

July 17th- Cultural Revitalization on the Water: Canoe Traditions in the Pacific Northwest with Chris Peters - Seventh Generation Fund, Josh Norris - Yurok Economic Development Corporation, and Jullian Mathews. Nimipuu Protecting the Environment.

July 24- The River Feeds Us: Food Sovereignty & Community Resilience with Hillary Renick - First Nations Development Institute, Meagan Baldy - Klamath Trinity Resource Conservation District, and Cody Henrikson - HSU Food Sovereignty Lab

July 31- Salmon and Acorns Feed Our People: Connections Between Health & Environmental Justice with Dr. Kari Norgaard and Ryan Reed - University of Oregon.

All webinars are streamed on facebook live and archived on HSU's Native American Studies youtube and facebook pages. Registration is at https://tinyurl.com/y9sym12d. More information and links to June's State of the Salmon webinars and presentations are at:

https://www.californiasalmon.org/educational-and-youth-resources.

Opinions, Editorials and LTE's

- An Opinion is 500-700 words long & covers an issue that is important to a
 publication, or deals with a recent article or event. These should come from
 well known, or impacted people and tell their story.
- An Letter to the Editor is about 150-250 words long and also deals with current events, but is easier to publish
- An Editorial comes from the publication itself

Editorials and Opinions are preferred by some overworked outlets, however they are not always easy to get. As with press releases and reporters, you need to possibly meet with, educate and talk with with the editorial board in many cases to make these happen. An Editorial is probably the most impactful and hard to accomplish of these three.

Press Conferences, Interviews, and Public Speaking

- Bring a press packet or release
- Assign appropriate speakers
- Assign a press liaison
- Know your talking points
- Don't get off your points
- Practice a lot
- Never get thrown off your game. If you do, keep going
- It is okay to not answer or say you do not know something



Examples of Talking Points

Tell Gavin Newsom to Stop the Delta Tunnel and Change Course on California Water

Attend the Delta Tunnel Hearing at the Sheraton Inn at the Sundial Bridge on March 2nd; Rally and Press Conference at 5:30pm, Public comment at 6pm

California's salmon rivers are at a crisis point. A recent report stated over 45% of California's fisheries are facing extinction within 50 years. The Klamath River spring chinook and coho salmon are currently facing extinction, and the Sacramento River/ Bay Delta winter run salmon, Spring Salmon, delta smelt, and green sturgeon are all imperiled. Loss of habitat, low river flows and poor water quality are the main issues impacting the fish in both watersheds. The Trinity River, the Klamath's largest tributary, has been dammed and diverted to the Sacramento River, and is delivered to Central Valley Project contractors such as the Westlands Water District. The Bay Delta, Sacramento River and Klamath-Trinity River salmon declines are connected to overallocation of water to the Central Valley Project and State Water Project.

This situation has been made much worse by bad water management during recent droughts and ocean impacts from climate change. Even fish that are not endangered such as the Klamath and Trinity River fall run Chinook are facing rapidly dwindling numbers, which means that members of California's three largest Tribes, the Yurok, Hoopa Valley, and Karuk Tribes do not have access to an essential food source. Most Delta and Sacramento River Tribes have not had access to salmon for many decades. Commercial fishing and coastal communities are also suffering from the economic impacts from loss of salmon. This year only 47,261 salmon returned to the Klamath and Trinity Rivers out of the 97,912 that were predicted. This severely impacted people in Northern California and Southern Oregon. All available science points to the fact that floodplain and estuary restoration, access to cold water habitat and improved flows will be essential if salmon are to survive climate change in California

Luckily Californians are saving water and support conservation to save the environment. Unfortunately, large water brokers and corporate agriculture interests, such as the Westlands Water District, know there is money to be made from water. In 2017 Donald Trump appointed a Westlands Water District lobbyist, David Bernhardt to head the Department of Interior, and he has created several new plans and rules that would harm California's salmon. California's Governor, Gavin Newsom has also prioritized water deliveries over the environment thus far, but did recently challenge one of these plans in court.

Currently proposed state and federal processes threaten California's rivers include;

- * The Trump Water Plan for Long Term Operations of the Central Valley Project,
- * Shasta Dam Enlargement.
- * The Long Term Operations of the State Water Project,
- * The Proposed Sites Reservoir,
- * The Twin Tunnels proposal, which is now the One Tunnel,
- * The Westlands Water District and other CVP water district permanent water contracts,
- * The Governor's Water Resilience Portfolio, This document laws out the Governor's water priorities and the one tunnel proposal and Sites Reservoir are top priorities in the document.

These projects are all connected as the Sites Reservoir project and its new diversions, the Trump water plan, and the Long Term Operations of the State Water Project would allow more water to be diverted and stored from the Trinity and Sacramento River systems and Bay Delta, and the tunnel would allow this water to be moved south. The Governor's water portfolio and Trump actions make sure all of these new reservoirs and diversions are prioritized on the state and federal level above salmon and communities.

The Governor's Water Portfolio

The governor had meetings all over the state, except in the North West part of the state to help define priorities for his water portfolio. He blew off most environmental and North state input and came up with a plan that does include water savings and reuse, but also prioritizes accelerated permitting for Sites Reservoir, voluntary agreements instead of regulations on flows, and a massive new one tunnel project from the North Bay Delta. Comments were due on February 7th on this plan. It has not been finalized.

Sites Reservoir.

Sites Reservoir would be a 14.7 billion dollar 1.8 million acre foot,14,000 acre reservoir off of the Sacramento River. This is about 1/4 of the size of Shasta Reservoir. It would impound several creeks that are located on the river below the Trinity River diversion. The plan to fill the Sites Reservoir includes adding a large new diversion and two new large pumps at an existing diversion on the Sacramento River.

A hydrologist's report that Save California Salmon commissioned shows that the Sites reservoirs diversions would increase temperatures in the Trinity River, harming salmon. The report also shows that Trinity River reservoir storage and Humboldt County's water right and the Lower Klamath long term plan are not protected. This report is the basis of calls by Tribes, environmental groups, fishermen and Humboldt county for the Sites Authority to issue a revised/recirculated Draft EIS/EIR for the Sites Reservoir. Recently the Humboldt County Board of Supervisors voted unanimously to ask the Site's Authority to re-do their environmental documents and water rights paperwork in order to protect the Trinity River, and their water rights. Hoopa High School and Trinidad elementary students positively influenced that vote by testifying. Unfortunately, the Sites Project Authority declined the requests.

The Sites Authority has claimed the new reservoir will help fish, but experts have proven it will harm fish. They have also refused to commit to protecting instream flows for fish in the Sacramento River. Despite all these issues the state has authorized almost a billion dollars to the Sites Authority to plan and build the reservoir and the governor is suggested fast tracking permitting the Sites Reservoir plan.

During the Trump administration's visit to California on February 21 he signed paperwork directing the Department of Interior and fisheries agencies to make building new reservoirs easier and he also created a policy to make infrastructure projects exempt from certain environmental laws. https://www.change.org/p/no-new-dams-in-california-stop-sites-reservoir

The Delta Conveyance or Tunnel

The Delta Tunnel project is in scoping, meaning the public is supposed to identify issues for the state to analyze and many of the impacts are not yet known. The Delta Tunnel would be a 6,000 cubic feet-per-second (cfs) diversion from the Bay Delta where much of the water diverted from the Trinity River and the Bay Delta System flow to. The proposed project would include two intakes with a maximum diversion capacity of about 3,000 cfs each. The size of each intake location could range from 75 to 150 acres. This tunnel would be an additional large diversion from the Delta, which means more Trinity and Sacramento River water stored in the reservoirs, including the proposed Sites Reservoir, could be moved to Southern California Water Brokers and large ag. One large water broker has been quoted in saying they do not want the tunnels without the Sites Reservoir.

Currently, the eastern route has been identified as the preferred route for the tunnel. If a tunnel is constructed and operated, water quality and quantity in the Bay-Delta will deteriorate and the ecosystem will collapse. The project would divert up to two-thirds of fresh water flowing into the Delta from the Sacramento River. Some of these freshwater flows come from the Trinity River. Fresh water flows are critical to sustaining the habitat for

CALL TO ACTION: TELL PACIFICORP TO MOVE FORWARD WITH KLAMATH DAM REMOVAL

On July 16 2020, the Federal Energy Regulatory Commission (FERC) made the decision to partially transfer the Klamath River dams to a dam removal entity for the purpose of dam removal and conditioned that PacifiCorp remained a co-licensee. PacifiCorp now says that FERC's decision denies its customers the protections it negotiated, and they plan to reconvene settlement parties, despite having collected \$200 million from ratepayers for dam removal and \$250 million from taxpayers.

Why Dam Removal is Important:

- . Shallow, stagnant reservoirs breed toxic algae and decimate water quality, pushing Klamath salmon, especially Spring Chinook salmon, to the brink of extinction.
- · Decades worth of spawning gravel has accumulated behind the dams, preventing proper habitat conditions downstream.
- Anadromous species that historically migrated to the upper basin have lost access to over 420 miles of spawning grounds and habitat. Upriver Tribes like the Klamath Tribes of Oregon have not had access to salmon in over 100 years.
- · A lack of salmon and clean water directly contributes to ongoing health issues in the region. including high rates of diabetes and heart disease for native people.
- · Dwindling salmon populations make it so fishermen and communities can not subsist from salmon fisheries, contributing to poverty and a loss of livelihood in Oregon and California.

Dam Removal is the Right Choice:

- · Ratepayers and the states of California and Oregon have publicly supported dam removal.
- · California and Oregon have already approved dam removal permits and the money to remove the dams has already been raised by ratepayers and taxpayers.
- . Scientific reports demonstrate that dam removal is the only way to combat toxic algal blooms.
- · Financially, dam removal is cheaper than retrofitting improvements in the form of fish ladders.
- . Dam Removal will help restore salmon, the fishing industry and a food source for native people.

We Need Your Help! Tell PacifiCorp to Join Us in Recommitting to dam removal! Contact PacifiCorp at CCCom2@pacificorp.com, at 503-813-6018, or on social media,

Write a 150 word Letter to the Editor. Letters can be submitted directly to the newspaper.

The Sacramento Bee: https://www.sacbee.com/opinion/letters-to-the-editor/submit-letter/

San Fran. Chronicle: https://www.sfchronicle.com/opinion/letters-editor/item/How-to-submit-Letters-56188.php

The Oregonian: Email letters@oregonian.com Times Standard letters@times-standard.com

North Coast Journal letters@northcoastiournal.com Redding Record Searchlight letters@redding.com

Del Norte County Triplicate: https://www.triplicate.com/site/forms/online_services/letter_editor/

Message and tag PacifiCorp (@PacifiCorp), Pacific Power (@PacificPower CA) and Warren Buffet

(@WarrenBuffett) on Twitter telling them that we want and demand the dams to be removed now. For more information

go to californiasalmon.org, Save California Salmon on facebook or twitter or contact regina@californiasalmon.org

Sometimes stories work out the way you want, sometimes they don't. Breaking down false narratives is part of media. It is not over once the story is printed. Follow up, share on social media, write LTEs, and educate reporters further.





NEWS

State Board Cuts Water Supply for California Homes and Farms

By Ron Brackett · December 13 2018 07:02 PM EST

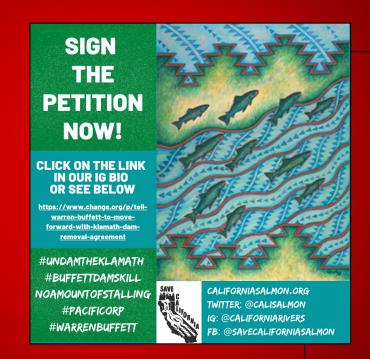


https://weather.com/news/news/2018-12-13-san-joaquin-valley-water-reduction-plan-approved

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It's a good idea to create your own media

- Write your own story and shop it around
- Create publications
- Create memes, social media posts
- Make and share videos
- Consider paid placements or ads



Always remember to share knowledge, respect each others skills, & help each other!!

