

C. Outreach Efforts

OUTREACH DESCRIPTION	MEDIA OUTLET	DATE
Introduction email to stakeholders explaining the Santa Monica Mountains CWPP project and timeline		Sept. 25, 2009
Calendar postings for Fall 2009 meetings in newspapers.	<i>Malibu Surfside News, Malibu Times, Topanga Messenger, Ventura County Star, Calabasas Acorn, Agoura Acorn</i>	Oct. 7, 2009
Fall meeting invitations via email and meeting flyers to community stakeholders.		Oct. 19, 2009
Fall and Winter Meetings on Community Calendars and link to article in the news item section of webpage	City of Malibu website's Community Calendar and news items section (www.ci.malibu.ca.us)	Oct. 28, 2009, Dec. 9, 2009
Media Release sent out to primary media list, Los Angeles radio list, Los Angeles community papers list—more than 60 local outlets total	Sent to more than 60 local radio stations, newspapers, and media outlets	Oct. 29, 2009
Article about CWPP meetings	Los Angeles County Fire Department Newsletter	Oct. 30, 2009
Email to Las Virgenes Homeowners Federation (for Cornell Planning Unit)		Nov. 5, 2009
Wrap-up press release and follow-up calls		Nov. 29, 2009
Calendar update regarding winter meetings in four newspapers	<i>Malibu Surfside News, Malibu Times, Topanga Messenger, Ventura County Star</i>	Dec. 7, 2009
Email to Fernwood FSC unit representatives		Dec. 8, 2009
Calls made to <i>Topanga Messenger, Malibu Times, Malibu Surfside News and Ventura County Star</i> (“top four” papers). All received an update, in prep for calendar listings.		Dec. 7–17, 2009
Researched radio stations for PSA outreach. Two PSAs (60 sec. and 30 sec.) sent to best possibilities.	KNX 1070 AM, KCRW FM, KXOS	Dec. 7–17, 2009
New calendar listing sent to top four papers plus “Topanga Online” and “The Acorn.”	“Topanga Online” and “The Acorn”	Dec. 7–17, 2009
Newspaper articles	<i>Ventura County Star</i>	Dec. 7–17, 2009
Newspaper articles	<i>Malibu Surfside News</i>	Dec. 7–17, 2009
Newspaper articles	<i>Malibu Times</i>	Dec. 7–17, 2009
Email to community stakeholders regarding winter meetings		Dec. 16, 2009

PUBLIC DRAFT

OUTREACH DESCRIPTION	MEDIA OUTLET	DATE
Posted to “The Acorn” online	“The Acorn”	Dec. 27, 2009
Researched to find more publications for meeting announcements; forwarded info found regarding Homeowners Associations; uploaded info to online calendars and blog (“This Week in Malibu”)	“This Week in Malibu,” “Topanga Online”	Dec. 27, 2009
Posted meetings on NPS calendar	www.nps.gov/samo/planyourvisit/events.htm	Dec. 28, 2009
Placed posters and banners publicizing community meetings in strategic places in the Santa Monica Mountains communities	Stores, government offices, mailboxes, and telephone poles in all 20 planning units.	Dec. 2009
Creation of Facebook page and invite email for fans		Dec. 2009
Sent thank you notes to Facebook fans and asked to spread the word.		Dec. 2009
Research and outreach to community events calendars		Dec. 2009
Collected coverage for project wiki page, sent updated info to <i>Malibu Times</i> calendar editor & <i>Surfside News</i> calendar. Sent remainder of listings to “The Acorn Online,” “Topanga Online”; called radio stations trolling for interview interest, followed up with emails.	<i>Ventura County Star</i> , <i>Malibu Times</i> , <i>Malibu Surfside News</i> , “The Acorn” online, “Topanga Online,” and KCRW, KNX, KXOS radio stations	Jan. 4, 2010
Email to 228 Santa Monica Mountains stakeholders regarding April and May working sessions.		Apr. 12, 2010
Email to 112 members of the Community Review Committee and Internal Reviewers regarding review process and April and May working sessions.	Email	Apr. 12, 2010