

eWATERLINE

APRIL 2021

MESSAGE FROM THE CEO



Jason Phillips
Chief Executive Officer

The importance of effectively communicating the impact, interests, and concerns of valley agriculture, and frankly the valley in general, has never been greater. It wasn't that long ago when an article in the local newspaper, or a cleverly worded letter to the editor, or a brief interview at a local TV station was considered the most effective way to communicate with the public. The reality of today, in 2021, is that there are technologies that have emerged, and continue to evolve, to provide for cost-effective, and frankly, more reliable methods to reach any type of audience we want, whether it be a targeted audience specific to water issues, or a broader audience that covers multiple regions and interests.

At the Friant Water Authority (FWA), we're engaged in several platforms that allow us to communicate and to get our message out. We're active on a number of social media platforms like Facebook and Twitter, we communicate regularly via email to individuals who subscribe to our email list, we produce the **FWA eWaterline**, and, we still produce press releases for traditional media sources when the need arises. But, as technologies and methods continue to evolve, so do we.

I'm very proud to announce that we have launched a monthly FWA podcast called the Watering Hole. As with other podcasts, it provides us the opportunity to communicate using a long-form discussion format, to be able to dive a little deeper into the issues that we think need to be covered, or that we are struggling with as a region. And as far as I can tell, our podcast is the first of its kind. The host of the podcast is Johnny Amaral, who serves as the Chief of External Affairs for FWA, and his

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“THE WATERING HOLE” PODCAST DEBUTS WITH CONGRESSMAN DEVIN NUNES AS SPECIAL GUEST

Today Friant Water Authority (FWA) debuted its first episode of “The Watering Hole”, a new podcast hosted by Johnny Amaral, Chief of External Affairs of FWA. Available on the **FWA YouTube Channel**, the monthly podcast hosts in-depth discussions with notable guests from a wide variety of backgrounds including politics, farming and agriculture, water, science, and many more. Topics include current events, water, and local issues and challenges, along with guest opinions and thoughts about the future. Listeners will also enjoy a glimpse into the lesser known side of the guests, as well as some potentially humorous banter.

In Episode 1, **Congressman Devin Nunes** joins Johnny to discuss the rancor and tension that permeates every aspect of Washington DC, dive into local water issues, and explore some unexpected topics of which most of the audience may be unaware.

HOST	JOHNNY AMARAL
GUEST	CONGRESSMAN DEVIN NUNES

JOHNNY AMARAL INTERVIEWED ON POWERTALK 96.7 FM

Johnny Amaral, FWA Chief of External Affairs, recently joined **The Trevor Carey Show** on **Power Talk 96.7 FM** to discuss the bureaucracy challenges California continues to face in trying to establish more balanced, efficient and common sense water conveyance policies.

CLICK HERE TO LISTEN!

SEGMENT BEGINS AT 20:30

EVENTS AROUND THE VALLEY

- | | | | |
|---|--|---|---|
| <p>APRIL 26
FWA Finance Committee Meeting
Lindsay, CA
CLICK FOR INFO ▶</p> | <p>APRIL 29
FWA Board of Directors Meeting
Visalia, CA
CLICK FOR INFO ▶</p> | <p>MAY 17
FWA Executive Committee Meeting
Lindsay, CA
CLICK FOR INFO ▶</p> | <p>MAY 24
FWA Finance Committee Meeting
Lindsay, CA
CLICK FOR INFO ▶</p> |
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