

Monitoring Council Media Support (2)

Each part of the portal will need a specific statewide news release explaining what it is, the sources of information and the benefits to users. This should be coordinated with supporting information (release, if needed) from supporting agencies.

All Water Boards and supporting agencies should highlight the portal on their websites, and note the addition of new material. It is likely some NGOs and user groups will be interested, as well.

We will need one or two “experts” available to talk about mission, costs, possible growth, etc.

There will also be a series of e-mails sent to the group of reporters and stakeholders who tend to cover the availability of new information of this type for the general public and specialized users (surfers, fishermen, divers, etc.).

It may be worth hosting an online and over-the-phone demonstration, if there’s enough interest. In the past these seem to have been of questionable use, but one might be worthwhile if we have the right audience on the phone, and an effective protocol for q&a.

We may want to release periodic updates as more features come online, depending on the value they add to the site.

We will also check to see if any agencies or stakeholders have events which more, or less coincide with rollout at which we might be able to pitch or demo the system.