

MODESTO IRRIGATION DISTRICT

# UNTIL THE LAST DROP DOCUMENTARY

CAPIO Epic Awards - Digital Communications

## OBJECTIVE

Modesto Irrigation District (MID) launched Until the Last Drop to create awareness of the ongoing battle for water in our community. Our goals were to (1) create a broader awareness of our Federal Energy Regulatory Commission (FERC) relicensing efforts, (2) highlight the investments we've made in Tuolumne River-specific science and (3) focus on the importance of our Tuolumne River Voluntary Agreement as a superior alternative to the State Water Board's unimpaired flow plan in the Bay-Delta Quality Control Plan. These have been long, technical and politically charged processes that are confusing and complicated to explain to the public. MID took the initiative to breakdown how these state and federal regulatory processes could significantly impact our water supply and our community/region's livelihood now and into the future.

## CREATIVITY

MID has never produced a video or film of this magnitude before. Creating a beautiful story of the dedication of scientists, conservationists, farmers, and water managers to get things right on our rivers was vital to educating our customers and regions. Rather than sticking to the old paradigm of agriculture vs. urban or agriculture vs. the environment, the documentary creatively showed that there are real opportunities for mutually beneficial solutions.

## METHOD

Through the Until the Last Drop campaign, we built emotional and data-backed stories that our customers and communities could comprehend, share with friends and family to spark discussion, and would also reach influencers in Sacramento and Washington D.C. We developed the brand identity Until the Last Drop (Our Water. Our Future.) and highlighted that we'll protect our most valuable resource until the last drop and with our communities' help, we can get a voluntary agreement across the finish line and obtain a fair and balanced FERC license.

A multi-year, multi-faceted strategy comprised of (1) a web site, (2) yard signs and hats, (3) print, digital and outdoor advertising and (4) a series of television and radio ads were put into action. The biggest and most effective tactic was short videos we created and shared on our web site and social media channels. With our partnership with Final Cut Media, we conducted more than 50 interviews and produced close to 30 videos that featured elected officials, community and future leaders, scientists, water professionals, educators, business owners and farmers. All of these videos are available on our web site - [www.mid.org/lastdrop](http://www.mid.org/lastdrop) or [www.untilthelastdrop.com](http://www.untilthelastdrop.com).

***The Until the Last Drop campaign culminated into the production of our feature-length documentary.*** MID partnered with former Modesto Bee Opinions Editor Mike Dunbar, videographer Marco Sanchez and Final Cut Media to help breakdown the complex water issues we're facing and create a visually compelling narrative that the public can understand. Our vision was to amplify the voices of those involved and affected by critical California water discussions and decisions - decisions that will have effects far beyond Modesto and the San Joaquin Valley.

Filmed along the banks of the Merced, Tuolumne, Stanislaus and San Joaquin Rivers, Until the Last Drop examines the rivers that have transformed the Central Valley, helped create cities and nourish the world. Through interviews with more than two dozen scientists, elected leaders, appointed officials, water managers, conservationists and farmers, we explored the controversy over how much water should remain in the rivers for environmental uses and how much should be shared with the 2.6 million people who drink it and the farmers who use it for growing food.

Until the Last Drop concludes with a focus on the necessity of voluntary agreements with the State. The voluntary agreements represent a compromise between what's often described as farms vs. fish - a compromise informed by the best available science ensuring the health and success of both our industries and our environment. We're working towards an agreeable and transparent conclusion and implementation plan that will provide for the vitality of our fisheries and provide water supply reliability and security for all.

## RESULTS

Until the Last Drop digitally premiered on Facebook and YouTube on Saturday, September 5, 2020 and is still available for streaming on the Until the Last Drop website, YouTube and Amazon Prime.

**Web site** - [www.mid.org/lastdrop](http://www.mid.org/lastdrop)

**YouTube** - [Until the Last Drop | California Water Documentary - YouTube](#)

**Amazon Prime** - [Watch Until the Last Drop | Prime Video \(amazon.com\)](#)

Until the Last Drop also aired on broadcast television on four different networks in the Fresno, Sacramento and San Francisco markets.

Please see the attached Until the Last Drop Impact Report for more details on the highlights and results of the Until the Last Drop campaign and documentary.

### Documentary Media Coverage

One of our proudest moments of the Until the Last Drop documentary launch was receiving a glowing editorial from our daily newspaper, The Modesto Bee. Up to this point, the reporter had been one of MID's harshest critics, so to see his support and positive response to the documentary was considered a great achievement by our team. In addition to being shared statewide by water industry associations, newsletters and blogs, following are a few examples of the documentary media coverage:

#### **Modesto Bee**

['Until the Last Drop' flows nimbly through California's water wars](#)

[MID-funded documentary explores fishery issues on Tuolumne and nearby rivers](#)

#### **KSEE 24**

[Explaining California's complex water system with emotion and storytelling](#)

## TRANSPARENCY

The Until the Last Drop film was a tool that we utilized to highlight the components and benefits of the Tuolumne River Voluntary Agreement. It laid out our management plan for the river and how we can balance ag, urban and environmental needs. We want people to understand that there are real, achievable solutions and we used the documentary to illustrate just that.

## BUDGET

Please note that these dollar amounts only highlight the work done for the documentary, not the entire Until the Last Drop campaign.

Final Cut Media\* - \$385,900  
 Print Advertising - \$35,310  
 Digital Advertising - \$21,680  
 Radio Advertising - \$53,570  
 TV Advertising - \$53,625  
 Outdoor Advertising - \$43,650  
 TV Broadcast of Documentary - \$28,390

*\*Final Cut Media received a monthly retainer for creative work inclusive of graphics, documentary web site pages, all video materials and documentary production.*

**Total - \$622,125**

# UNTIL THE LAST DROP IMPACT REPORT

## BY THE NUMBERS

28

VIDEOS  
PRODUCED

188

MINUTES OF  
PRODUCED  
CONTENT

250+

HOURS OF  
FOOTAGE

1.16  
MILLION

UNIQUE VIEWS  
ON CONTENT

604  
THOUSAND

ONLINE  
DOCUMENTARY  
VIEWS

## DOCUMENTARY HIGHLIGHTS

**SEPTEMBER 2020** - Until the Last Drop documentary (UTLD) premieres on Facebook and YouTube

**OCTOBER 2020** - UTLD wins Best Feature Length Documentary at the Festigious Los Angeles International Film Festival

**OCTOBER 2020** - UTLD selected as a finalist at the Los Angeles Film Awards

**NOVEMBER 2020** - UTLD wins Best Feature Length Documentary at the New York Film Awards

**JANUARY 2021** - UTLD begins streaming on Amazon Prime

**APRIL 2021** - UTLD recognized as an Official Selection at the Golden State Film Awards

**APRIL/MAY 2021** - UTLD aired on broadcast television

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## BROADCAST TELEVISION

**FRESNO** - CBS 47

**SACRAMENTO** - ABC 10 and FOX 40

**SAN FRANCISCO** - KRON 4

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## UTLD WEBSITE

<b>27,000</b>	<b>24,000</b>	<b>34,000</b>
TOTAL VISITS	UNIQUE VISITORS	PAGE VIEWS