# NEWS RELEASE

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## "California's Water Crisis" Topic of New PBS Segment

*Latest Episode in the "California's Water" Series Debuts Sept. 1*

**Sacramento, CA –** The devastating impacts of water shortages on Central Valley farms and communities are revealed in the latest segment of the "California's Water" series, produced by Huell Howser and underwritten by members of the Association of California Water Agencies (ACWA). The new segment debuts Sept. 1 in Sacramento and will air throughout the month on PBS affiliates around the state.

"California's Water Crisis" offers a first-hand look at the mounting toll of water shortages on the west side of the San Joaquin Valley this summer. During the episode, Howser talks with a number of growers struggling to keep tomato, almond and other crops going.

"This ground is some of the most fertile in the world, but without water, it's just dirt," says Bob Diedrich, a fourth-generation farmer who has fallowed 70% of his acreage due to shortages this year. "It almost makes a guy want to cry."

The episode includes a visit to San Luis Reservoir, the largest off-stream reservoir in the U.S., which was at its lowest level on record for the time of year.

"We are in a water crisis here in California, a crisis which will spread from the San Joaquin Valley and end up affecting every single one of us who call California home," Howser says.

The segment will air at 7 p.m. Sept. 1 on KVIE in Sacramento, at 7 p.m. Sept. 4 on KVPT in Fresno, at 7:30 p.m. Sept. 9 on KCET in Los Angeles, at 5:30 p.m. Sept. 12 on KPBS in San Diego, and at 9 p.m. Sept. 24 on KVCR in San Bernardino. It will air statewide on PBS stations (check local listings for details).

The "California's Water" series began airing in April 2006 and covers issues identified in ACWA's comprehensive policy document, "No Time to Waste: A Blueprint for California's Water." More than 20 segments have aired to date.

*ACWA is a statewide association of public agencies whose 450 members are responsible for about 90% of the water delivered in California. For more information, visit www.acwa.com.*

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