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HOW TO CALL OUT A RAP MOGUL ON WATER ISSUES

AND WRITING OTHER COMPELLING CONTENT FOR
YOUR SOCIAL MEDIA PLATFORMS



Steve Snyder

Denver Water Public Affairs

It was just one blog post...

DENVER WATER Mile High Water Talk

[Home](#)[Your Denver Water](#)[Conservation & Supply](#)[Youth Ed](#)[« Water Fest soaks students with knowledge](#)[Green with envy: The one step to help your yard look good all year. »](#)**26**
MAY

An open letter to Jay Z

Posted May 26, 2015 by Denver Water in [Your Denver Water](#). Tagged: [Conservation](#), [Denver](#), [Denver Water](#), [Drinking water](#), [Jay Z](#), [Value of water](#), [Water](#), [Water conservation](#), [Water supply](#). [Leave a Comment](#)

An open letter to Jay Z

Denver Water weighs in on the rap mogul's recent comments about the price of water and how it relates to music

By Steve Snyder

Dear Jay Z,

First of all: Big fan! I've listened to your music for years; I've admired how you've become much more than an entertainer, and you have perhaps the coolest line I've ever heard, "I'm not a businessman, I'm a business, man."

But recently, you made a comparison [about water and music](#). And since water is my business, I have to say, "Stick to your own business, man!"

I get what you are saying. Artists should be paid for the music they create. But to say that "water is free while music is \$6" isn't exactly true.

This isn't meant to state the obvious fact that [some people can't pay their water bills](#), so water must not be free. But your comments bring up the issue of how people value water — an issue our industry [struggles with](#) all the time.

Right now, Denver Water customers [pay an average](#) of less than \$3 for 1,000 gallons of water. When you think about how much a gallon of milk or a liter of soda costs, water is a pretty good value. And if you compare your monthly water bill to your other bills like electricity and phone, the value is even better. Then, think about the vast [collection](#), [treatment](#) and [distribution](#) systems that most utilities operate and maintain, and now that value is off the charts!

Of course, we have to use some different math for a man of your financial stature. To put it in perspective, here are some examples of how much water you could buy with the money you have:



Rapper Jay Z performs onstage at the 2009 American Music Awards on Nov. 22, 2009, in Los Angeles. (Photo by Kevork Djansezian/Getty Images)



Website Links

- [Denver Water website](#)

Recent Posts

- [Time to demystify your sprinkler system](#)
- [Avoiding cracks in the ice, at work and play](#)
- [Saving our drinking water for, well, drinking](#)
- [4 feet deep — and counting](#)
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That went viral in a hurry!

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The city of Denver scolds Jay Z water is free

Maeva McDermott, USATODAY 9:15 a.m. EDT May 29, 2015

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5/29/2015 Water Company Corrects Jay Z for Saying Water is Free

Water Company Corrects Jay Z for Saying Water is Free

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ENTERTAINMENT CELEBRITIES

Jay Z Is Singled Out for Saying Water Is 'Free'

Justin Worland @justinworland May 27, 2015



Denver Water writes an open letter to the rapper-producer

Denver's water supplier criticized Jay Z in an open letter this week for under-appreciating the value of water and recently claiming it was free.

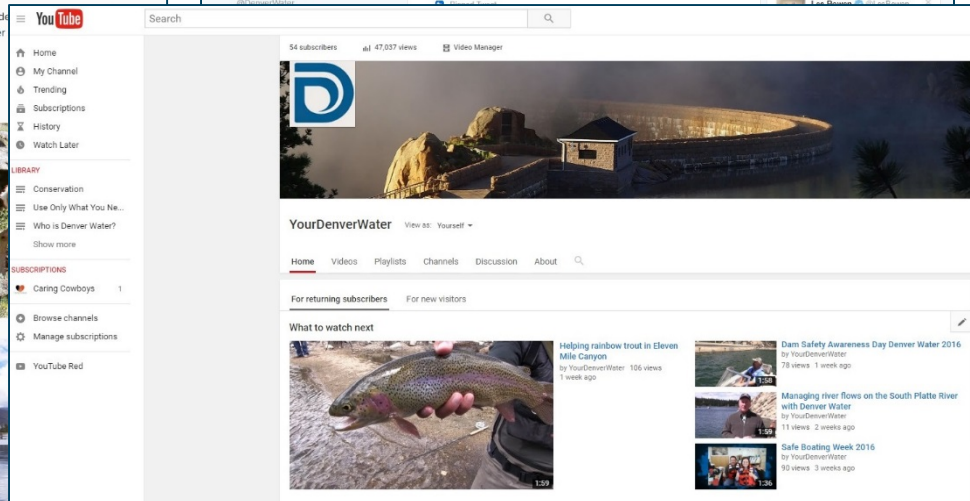
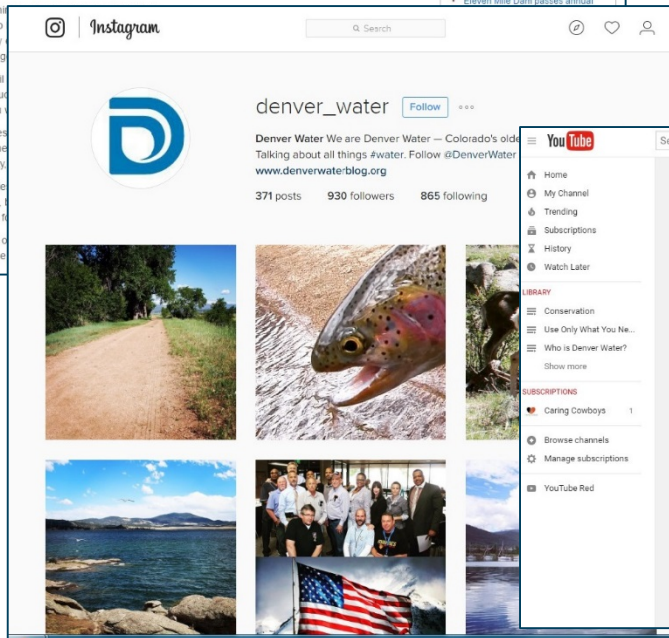
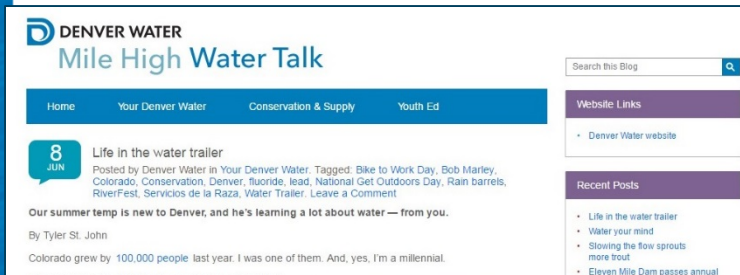
"Your comments bring up the issue of how people value water — an issue our industry struggles with all the time," Steve Snyder, of Denver Water, an organization the supplies some 1.3 million people and around Denver, wrote on his organization's website. "All the money in the world can't help when water becomes scarce."

Snyder pointed to the drought in California as an



How did we do it?

Content Journalism

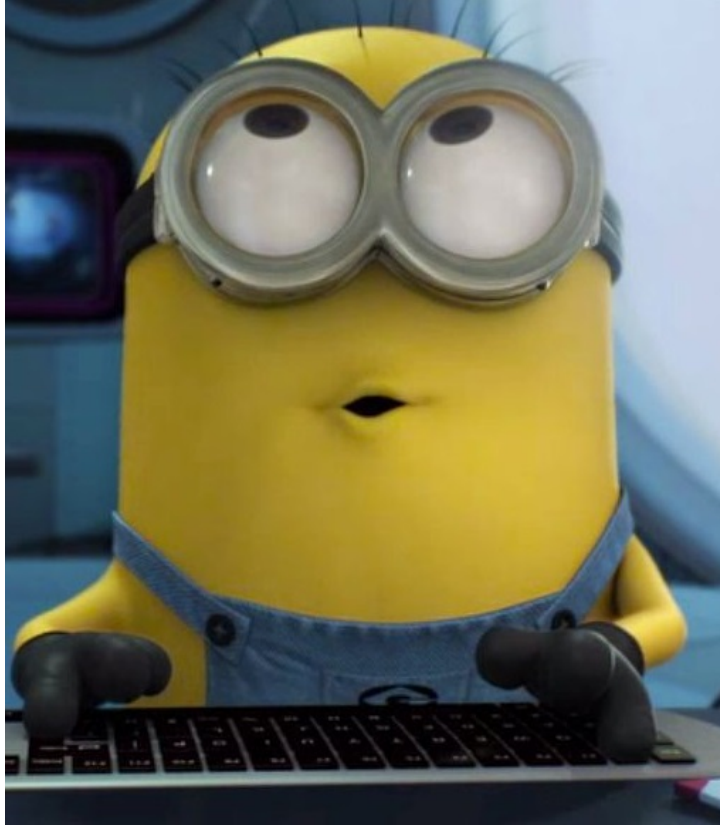


How can you do it?

Always understand three things

- What you bring to a story
- What is compelling in a story
- What your tone and voice is in a story

What you bring to a story



- Your first thought... should ***not*** be your last!
- What do we ***need*** to tell our audience.

What is compelling

Timeliness:

DENVER WATER Mile High Water Talk

[Home](#)[Your Denver Water](#)[Conservation & Supply](#)[Youth Ed](#)

« [Watering rules when we're drought-free?](#)
You betcha.

[Takin' Water Week to the streets »](#)

4
MAY

How did they flush the toilet on the Death Star?

Posted May 4, 2016 by Denver Water in [Your Denver Water](#). Tagged: [Death Star](#), [Denver Water](#), [May the Fourth Be With You](#), [Star Wars Day](#), [WaterSense-labeled showerheads](#). 1 [Comment](#)

And four other water questions to ponder about Luke, Chewbacca and the gang.

By Steve Snyder and Jay Adams

It's May 4, also known in some circles as [Star Wars Day](#).
("May the Fourth Be With You." Get it?)

And as "Star Wars" geeks ourselves, we hope that fans of the iconic films will appreciate our tribute, which comes, as you would expect, with a water twist.

While you may not realize it, the films explore some fascinating water issues. Many planets were covered with it, and several species evolved in it.

With that in mind, we present our top five burning questions (and answers) about water a long time ago, in a galaxy far, far away.



1. **Is the water connection in "Star Wars" really that strong?** Yep. When we meet one of the franchise's greatest heroes, he is working in the water industry. Luke Skywalker toils away at his Uncle Owen's [moisture farm](#) on [Tatooine](#) until a couple of chatty droids change the whole course of the movie. Otherwise, it could have easily been an engaging documentary about water efficiency in a desert setting. Stupid droids!

What is compelling

Proximity:

DENVER WATER Mile High Water Talk

[Home](#)[Your Denver Water](#)[Conservation & Supply](#)[Youth Ed](#)[« Passion for the river](#)[Getting back into the wise-watering groove »](#)**27**
JUL

Out of drought? Not so fast!

Posted July 27, 2015 by Denver Water in Your Denver Water. Tagged: California drought, Colorado, Colorado River, Conservation, Denver Water, drought, Jim Lochhead, Reservoir, Snowmelt, Water, Water conservation, water efficiency, Water supply, weather. Leave a Comment

A federal report says Colorado is no longer in drought, but that doesn't mean we're out of the woods from a long-term water supply standpoint.

By Steve Snyder

Woo hoo! The drought is over! Let's open the tap and let the water flow!

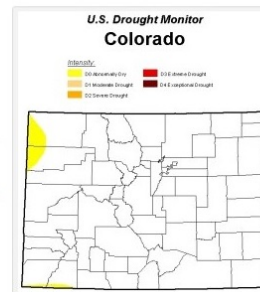
After all, a recent [federal report](#) shows that nearly all of Colorado is free from any type of drought designation. We are drought-free for the first time since 2009. It's time to celebrate, right?

If you've lived in Colorado for any length of time, you know better. In our semi-arid climate, the next drought [is always lurking](#) right around the corner.

"Our customers have truly embraced the concept of water conservation, particularly during droughts," said Denver Water CEO and Manager Jim Lochhead. "Now it's about taking that next step to use every drop of water efficiently, no matter the weather conditions."

It's also important to remember that Colorado is [tied to other Western states](#) in terms of water use. And one look at [the same drought report](#) shows that much of California and Nevada are still classified in the highest category of drought.

"Denver Water relies on the Colorado River for about 50



What is compelling

Prominence:

DENVER WATER Mile High Water Talk

[Home](#)[Your Denver Water](#)[Conservation & Supply](#)[Youth Ed](#)[« They're coming. Will we have enough water?](#)[Say it ain't so! Another Waterton blow »](#)**15**
JAN

Donald Trump's hair-raising issue

Posted January 15, 2016 by Denver Water in [Your Denver Water](#). Tagged: [Conservation](#), [Denver Water](#), [drought](#), [efficiency](#), [high-efficiency](#), [showerheads](#), [Water](#), [Water conservation](#), [WaterSense](#). [Leave a Comment](#)

He recently complained that high-efficiency showerheads mess with his hair. That really raised our dander.

By Steve Snyder

Right away, let's be clear: This is not a political post.

It's about water.

And when a prominent person publicly pontificates about a water issue and misses the facts, we feel obliged to set the record straight. (Remember [our open letter to Jay Z](#)?)

This time, that person is Donald Trump, and the issue is his hair.

That's right — his hair! Sometimes, you just can't make this stuff up!

At a December campaign stop in South Carolina, Trump was asked for his views on water regulations imposed by the [Environmental Protection Agency](#). His response, as chronicled by [Time magazine](#):

"I'll give you one regulation," Trump said, launching into an example of how strict environmental rules can hurt everyday Americans with great hair. "So I build, and I build a lot of stuff. And I go into areas



Trump speaking at the 2015 Iowa GOP Lincoln Dinner in May 2015. (Photo by Gage Skidmore, Wikimedia Commons.)

What is compelling

Significance:



5 questions about getting the lead out of
#Denver: wp.me/p15eB3-1oA



RETWEET
1

LIKES
2



8:47 AM - 14 Jun 2016

What is compelling

Conflict:



What is compelling

Human interest:



Denver Water
@DenverWater



Following

Happy #Fridaythe13th! Watch our Twilight Zone parody: wp.me/p15eB3-11r



RETWEETS
2

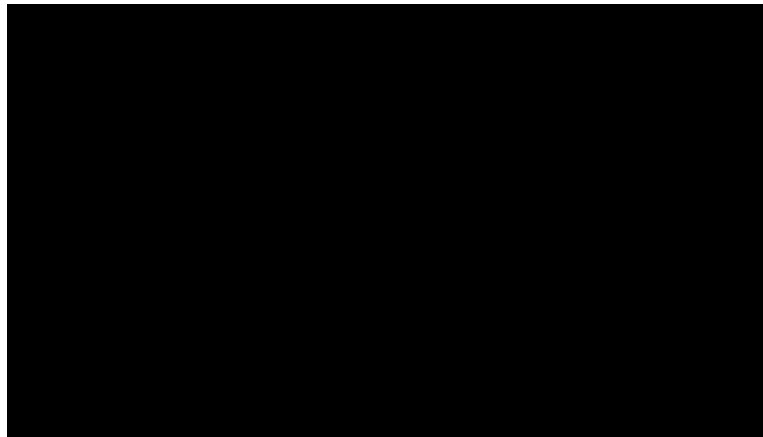
LIKES
4



11:45 AM - 13 Nov 2015

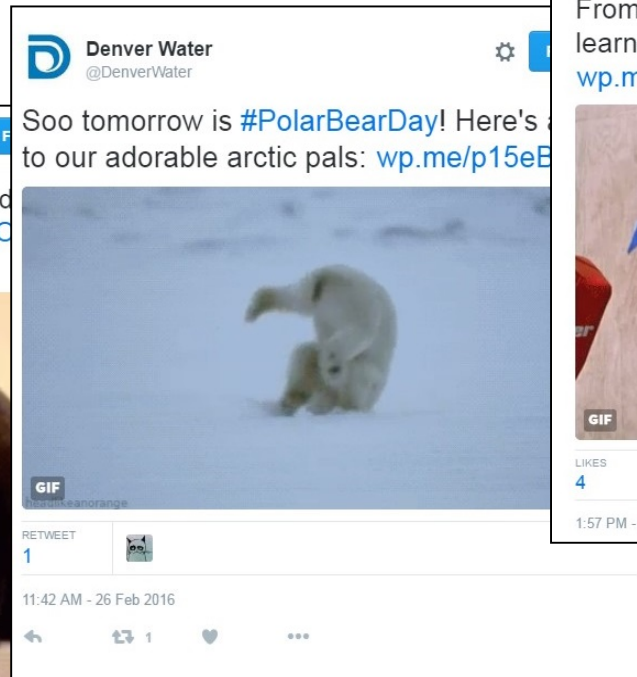
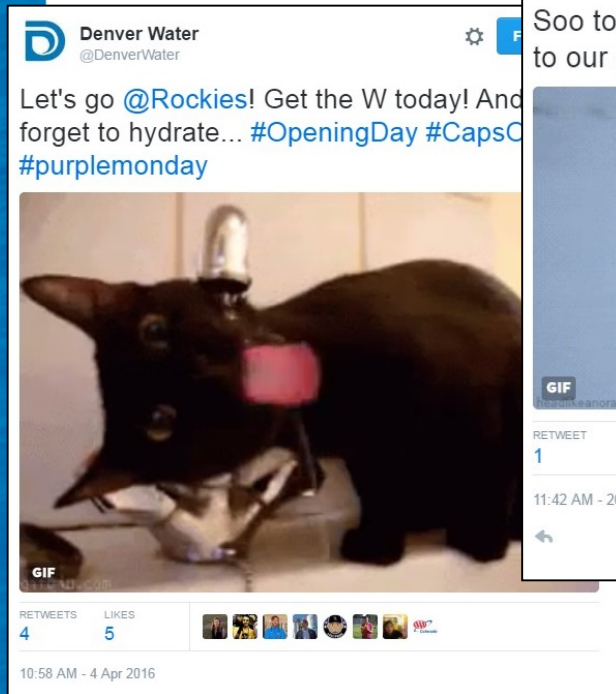
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What is compelling



What is your tone and voice

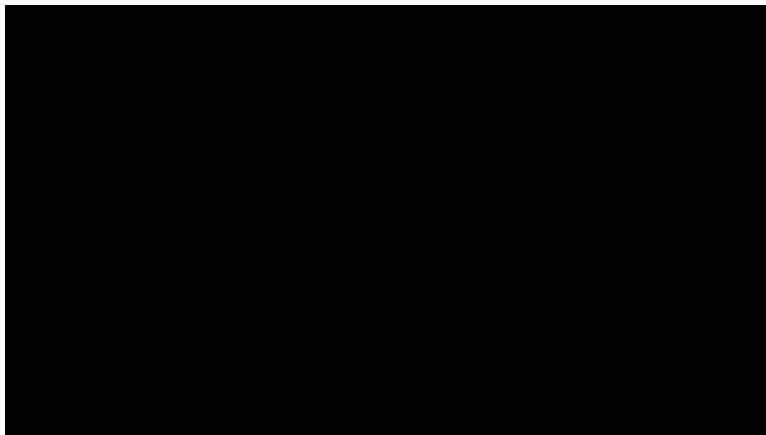
Find your tone and voice



One more for good measure



<https://www.youtube.com/watch?v=NoWPdyTojn8>



QUESTIONS?