

Case Studies

- **Agriculture**
California Farm Bureau Federation

When the state's largest agricultural association, The California Farm Bureau Federation, was seeking to enhance its political influence, they called on River City Communications. We developed political strategies that communicated the benefits of a strong agricultural economy to elected leaders and the general public.

Our strategy to reach out to Farm Team members and illustrate the benefits of financial support increased political fundraising by over 90% in the first year.

In 2006, when the Farm Bureau endorsed Governor Schwarzenegger for re-election, River City Communications developed a statewide "No Tractor Tax" grass-roots and media campaign that drew statewide media attention to Schwarzenegger opponent State Treasurer Phil Angelides' plan to raise taxes on farm equipment and fuel.

- **Biotechnology**
California Healthy Foods Coalition

In response to efforts to pass ballot measures in several California counties that would ban biotech crops, River City Communications established the California Healthy Foods Coalition (CHFC), a coalition of farm and business organizations and leaders. We implemented a statewide grass-roots and public education program to communicate the agricultural, environmental and health benefits of biotech crops. Ultimately, our strategies led proponents of biotech bans to suspend efforts to qualify additional ballot measures in California.

- **Private Property Rights**
Conaway Ranch

When Yolo County sought to use gambling profits to seize the 17,000 acre Conaway Ranch, local community leaders sought out River City Communications to draw attention to what became a national symbol of eminent domain abuse. River City Communications managed and developed grass-roots and media strategies that attracted state and national media attention to Conaway Ranch and the need to reform California's eminent domain laws. The negative public opinion generated by these efforts led the County to abandon its eminent domain proceedings against the Ranch.

As part of the efforts to protect Conaway Ranch, River City Communications was entrusted to establish the California Alliance to Protect Private Property Rights (The Alliance). The Alliance is a coalition of family farmers, community and taxpayer advocates committed to exposing the dangers and abuses of eminent domain. River City communications continues to work with the Alliance to pursue legislative reforms to protect private property rights.

- **Land Use**
Wal-Mart

Wal-Mart, the world's largest retailer, sought out River City Communications to develop public affairs and community outreach strategies to assist with their efforts to build Supercenters and a Distribution Center in California.

- **Media**
Yes on Prop. 98 – Californians for Property Rights Protection

When property rights advocates qualified and placed Prop. 98, a comprehensive property rights measure, on the June 2008 ballot, River City Communications developed and implemented media strategy to lead the statewide ballot measure through qualification and a campaign that faced heavy opposition from well-financed special interests. Throughout the campaign, River City Communications was responsible for all aspects of Prop. 98's media coverage.

- **Campaigns and Elections**
No Tractor Tax

River City Communications has more than 10 years of experience running federal, state and local campaigns. In 2006, River City Communications developed political strategies that mobilized the California Farm Bureau Federation's membership to get out the vote for Governor Arnold Schwarzenegger.

Our strategy included the development of statewide press conferences hosted by the Farm Bureau in support of Governor Schwarzenegger. We also assisted the farm bureau with the design and production of campaign collateral. In addition, our "No Tractor Tax" campaign strategy was designed to draw negative attention to competitor Phil Angelides' plan to raise taxes on farm equipment and fuel, which would have had lasting negative effects on family farmers and the state's economy.

- **Direct Mail Advertising**

River City Communications has developed media and direct mail campaigns to defeat county ballot measures that would have banned biotech crops in California, to promote public education for biotechnology, and to protect private property rights.