

NBC News Radio KCAA 1050 AM Extends “The Water Zone”



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RIVERSIDE, Calif. – *The Water Zone* radio show, launched in June of this year, has been extended to air through the end of 2015. [The Toro Company](#) signed with NBC Radio affiliate KCAA Radio 1050 AM to spearhead a weekly one-hour show, addressing California’s current drought situation. The show was launched to help educate Californians on ways to save water amid the drought.

The show is hosted by irrigation experts Mike Baron and Rob Starr from The Toro Company, who collectively have more than 50 years of experience in the irrigation business. The show educates listeners about products and practices for efficient water use, about the latest smart irrigation technologies, and about state and regional water policies.

The Water Zone features timely and relevant discussions on water issues occurring around the state and locally, and has included interviews with noted water experts such as: Felicia Marcus, Chair of the [California State Water Resources Control Board](#); State Senator Fan Pavley, Chair of the [California Senate Natural Resources and Water Committee](#); Marcie Edwards, General Manager of the [Los Angeles Department of Water and Power](#); and Robb Whitaker, General Manager of the [Water Replenishment District of Los Angeles](#). Besides focusing on residential and commercial water use, the show has also addressed the use of water in agriculture and practices for increasing efficiency.

“The show is extremely timely due to our current severe drought condition” said Felicia Marcus. “I love the way it educates homeowners and businesses on the many ways that they can help conserve water while maintaining their landscapes. And, the guys are fun, which always helps.”

The show also spotlights an “irrigation component of the week,” in order to help homeowners better understand how their system works while learning to

identify irrigation problems that cause water waste and how to fix them. The listening audience can call in to ask questions of either the show hosts or on-air guests. "This drought is a serious issue to all of us," said Baron, co-host of *The Water Zone*. "We want to make sure that people are aware that removing turf is not the only option available to those who want to do their part in saving water. There are a multitude of options that can make a big impact, and our goal is to share that information in a fun, yet informative way."

The Water Zone airs on Thursdays at 6 p.m. PDT on 1050 AM and 106.5 FM. For more information about the show or to listen to *The Water Zone* podcasts, visit the KCAA Radio website at www.kcaaradio.com. KCAA Radio reaches approximately 5 million people in Riverside, San Bernardino and Orange County.