B A S M A A

Project: Regional Advertising Campaign I

Description: BASMAA supported the implementation of a three-year regional advertising campaign. The regional program complements the established local public Information / Participation efforts of the member programs. The focus in the first year was on establishing a general awareness of stormwater issues, while year two concentrated on preventing pollution from residential use of pesticides. Year three focused on vehicle-related water pollution.

FY: 95/96, 96/97, and 97/98

Overseer: Regional Advertising Campaign Work Group

Contracting Agency: MCSTOPPP (City of San Rafael)

Contractors: Pacific/West and BHI

Budget: FY 95/96 - $430,000; FY 96/97 - $402,000; FY 97/98 - $405,000 (Task of Regional Benefit)

Participants: Alameda, Contra Costa, Fairfield-Suisun, Marin, San Francisco, San Mateo, Santa Clara, and Vallejo (except FY 95/96)

Status: Done

Deliverable(s): FY 95/96 - Television commercial *Baywise* (30 seconds); 3 radio ads – *Blanket of Pollution*, *My Green Heaven*, and *Dog Psychologist* (60 seconds); 1 radio ad (Chinese and Spanish versions) *Life in the Bay*; 1 print ad (Chinese and Spanish versions) *From the Bay to Your Table*; Baseline survey; 1996 Final report

FY 96/97 - 3 radio ads – *Wanna Get the Guide*, *Bug Blanket*, and *Laying It On Thick* (60 seconds); Promotional program; *Grow It!* guides (30,000 copies); Ethnic program advertising; Ethnic event outreach; Pre- and post-wave surveys; 1997 Final report

FY 97/98 - 3 radio ads – *Plumber Helper's Posse*, *Tune Your Car*, and *Know What You're Doing* (60 seconds); Promotional program; *Keeping It All In Tune* pamphlets (23,000 copies); Ethnic program advertising, Ethnic focus groups; Pre- and post-wave surveys; Final reports on main campaign and ethnic elements