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# B A S M A A

- Project:** Regional Advertising Campaign III
- Description:** BASMAA supported the implementation of a three-year regional advertising campaign. The regional program complemented the established local public information/participation efforts of the member programs. The focus in the first and second years was on establishing a general watershed awareness message, while year three added a behavior change message about the indirect connection to the storm drain system. The behavior change message was focused on trash/litter.
- FY:** 00/01, 01/02, 02/03, 03/04, and 04/05
- Overseer:** Regional Advertising Campaign Work Group
- Contracting Agency:** Marin County Stormwater Pollution Prevention Program
- Contractor:** Panagraph
- Budget:** Year 1 (FY 00/01 or FY 01/02 - \$260,250; FY 02/03 - \$261,000); Year 2 (FY 03/04 - \$256,000); Year 3 (FY 04/05 - \$241,000)
- Participants:** Alameda, Contra Costa, Fairfield-Suisun, Marin, San Mateo, Vallejo; and Santa Clara (Year 3 only)
- Status:** Done
- Deliverable(s):** FY02/03 – Television commercial (English and Spanish) - *Beautiful* (30 seconds); Radio ad (English and Spanish) – *Beautiful* (60 seconds); Baseline survey; Focused Interviews; Focus group testing; Campaign brochure – *Our Watershed: How You Can Keep It Beautiful* (15,000 copies); 3 print ads – *Keep Your Watershed Beautiful. Don't Litter.*, *Keep Your Watershed Beautiful. Recycle Used Motor Oil.*, *Keep Your Watershed Beautiful, Use Less Pesticides.*
- FY 03/04 – Television commercial (English and Spanish) - *Beautiful* (30 seconds); Radio ad (English and Spanish) – *Beautiful* (60 seconds)
- FY 04/05 – 2 Television commercials (English and Spanish) - *Beautiful* and *Don't Trash Our Beautiful Watersheds* (30 seconds); 2 Radio ads (English and Spanish) – *Beautiful* and *Don't Trash Our Beautiful Watersheds* (60 seconds); Post-campaign survey
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