



January 10, 1997

TO: Paula Kehoe

FM: Pilar Montoya

RE: Year Two of the BASMAA Stormwater Campaign

The following is the proposed scope of work for year two of the multi-lingual/multi-cultural advertising campaign.

Year Two Proposed Plan:

Radio and Print Advertisements

A great deal of care, time and focus group testing was invested in the Chinese and Spanish messages. In order to maximize these advertisements, Montoya Bilingual Communications will run the existing messages during year two both on Spanish and Chinese radio and print.

Ethnic Program Advertising

Montoya Bilingual Communications proposes placing advertisements in programs for high profile Chinese and Latino events and dinners in the region. This effort will reach local ethnic leaders who play a key role in disseminating information to their communities. Exposure at high profile ethnic events and dinners will also reach a different audience who may not be reached through Chinese and Spanish newspaper print advertising. The existing print advertisements would be run in the organizations' program which has a captive and very specific audience. Whenever possible, requests will be made to allow MBC to distribute our campaign brochures or display materials to those attending.

Ethnic Event Outreach

There are many ethnic community events throughout the region at which our stormwater message can be disseminated. Montoya Bilingual Communications proposes securing booth and table space at targeted ethnic events. MBC will research and recommend appropriate events, secure all details to distribute information and materials and will staff events in the region. These ethnic events provide a vehicle to disseminate our stormwater message to large number of individuals in the region. Strategies that MBC has used in the past that add impact to the outreach include coordinating contests in which participants are asked to read the brochures and then compete in a contest to answer questions correctly. Those who answer the questions correctly win a prize at the event. Prizes can range from free oil changes at participating automotive locations, certificates for lunch for the whole family, or environmentally save garden products, for example. The concept is to get participants excited and interested in learning about the topic and how it impacts their families.



BILINGUAL COMMUNICATIONS

**Bay Area Stormwater Management Agencies Association
Multi-Lingual Outreach Timeline
by Montoya Bilingual Communications**

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUNE
ETHNIC ADVERTISING						
• Present media plan for approval						
• Final of media plan						
• Secure media buys						
• Advertising Runs						
• Summary of Advertising Clips, air-checks						
ETHNIC PROGRAM ADVERTISING						
• Event Research						
• Present event/program list for approval						
• Secure advertising space						
• Advertisements run						
• Summary and samples of program ads						
ETHNIC EVENT OUTREACH						
• Event Research						
• Present event research for approval						
• Secure event participation						
• Secure materials for distribution						
• Secure equipment for event						
• Staffing of events						
• Event summary/results/recommendations						
CAMPAIGN SUMMARY REPORT						
• Present draft outline for approval						
• Write first draft of report						
• Present final draft of report with clips and materials						

**BASMAA MULTI-LINGUAL MULTI-ETHNIC
RADIO AND PRINT BUYS, FIRST QUARTER 1997**

ACTIVITY	MEDIUM	ADDED VALUE		SCHEDULE			NEEDS	COST
Chinese Radio	KEST	(1) wk-quiz each month (2) 20-min. interviews (5) :10 billboards (30) English PSAs to run during Fng. prog. (10) PSAs in Japanese (10) PSAs in Tagalog	12P-0P 7P-11P	MARCH, MAY, JUNE			Prizes	\$7,006
				M-F	SA	SU		
				1				
				20/week 180 total				
Chinese Print	Tsing Tao Daily		8 insertions in March 8 insertions in May	4 WEEKDAYS 4 WEEKENDS				\$4,984
Spanish Radio	KIQI	3 X a Week weather 3 X a Week News Booth at 5 e Mayo	6a-10a 10a-3p 3p-7p 10a-3p	MARCH, APRIL				\$4,900
				M-F	SA	SU		
				4 4 4	2			
				TOTAL 70 SPOTS				
Spanish Radio	KZSF/WC	Cinco event promos Booth at 5 e Mayo	6a-10a 10a-3p 3p-7p 10a-3p	MARCH, APRIL				\$5,625
				M-F	SA	SU		
				5 5 5	3	3		
				TOTAL 115 SPOTS				
Spanish Radio	KLOK		6a-10a 10a-3p 3p-7p 10a-3p	MARCH, APRIL				\$2,475
				M-F	SA	SU		
				2	3	3		
				TOTAL 13 SPOTS				
Print	Telegula			APRIL				\$488



COMMUNICATIONS
PUBLIC RELATIONS/ADVERTISING

April 18, 1997

TO: Paula Kehoe

cc: BASMAA

FM: Pina Montoya

RE: SFSW Events & Program Ads

Post-IT Fax Note	7671	Date: 4/18	# of Pages: 3
To: GREGG BROSEAU		From: PILAR MONTORA	
Co./Dept: BASMAA		Company: MONTORA COMM	
Phone:		Phone #: 415-382-1181	
Fax #:	415-382-5197	Fax #: 415-382-1181	

Please review this information for discussion during Monday, April 21 meeting.

EVENTS.

Here is our recommendation regarding events at which BASMAA should be represented. In order to secure placement & participation, we will need approval no later than April 28, 1997.

Chinese. In order to ensure BASMAA was represented in more than the San Francisco Chinese community, Montoya Communications conducted extensive research of Asian events outside of San Francisco. What we have discovered is that the best avenue to distribute materials is during the Street Fest coordinated by the Oakland Chinatown Chamber of Commerce; however, the challenge we face is that this event does not occur until August 26 & 27th.

Because of the budgetary constraints of needing to bill at the end of June, we are recommending that we staff two Latino events this contract year, and staff two Chinese events the next contract year.

Latino. Montoya Communications recommends staffing the Cinco de Mayo celebration on Sunday, May 4, 1997 in San Francisco. The event draws more than 100,000 people to the Mission District of San Francisco, an area heavily populated with our target market, Latinos.

The second event would be at the San Jose Flea Market which draws 60,000-100,000 people, mostly Latinos. The flea market takes place each weekend, but we anticipate staffing sometime in May.

What we will need are Spanish language materials to distribute. Any brochures produced by BASMAA members should be made available. We also recommend that approximately 60 Spanish "Grow-It" Guides be raffled off during both events. We will need approximately 3,500 pieces of each item no later than May 2, 1997 for both the Cinco de Mayo event the San Jose Flea Market.

PROGRAM ADVERTISEMENTS

Here is our recommendation regarding ads in ethnic event programs. We will need approval no later than April 28, 1997 in order to meet the program's production deadline.

Latino. Carnaval is a Latino event attracting more than 500,000 people from the greater Bay area. The theme for this year's event is "Rainforest," a timely and appropriate medium for our advertisement. The net cost for our 6x10 Spanish ad is \$1,500. Artwork and payment are due no later than May 7, so we must obtain approval by April 28, 1997 in order to process.

Our second recommendation is that rather than purchasing ad space in event programs which may not attain the most "bang for the buck" we would purchase an additional advertisement (we purchased one in April) in Teleguia, a television guide printed in Spanish for Spanish programming that has a wide distribution and a long shelf life (1 month).

Chinese. The Chinese community based organizations in San Francisco sponsor a series of festivals and events throughout the year. Some of these events include luncheons and social gatherings that attract our target audience. The cost for three event programs is \$1450.

Like the Latino market, rather than placing our advertisement in event programs that may not be suitable, we are recommending an insert in KQED's Resource Guide, which will promote a series of Chinese programming during the month of May. Costs are not yet final, but an estimate from their contact is \$1,000.

Summary of Events

<i>Date</i>	<i>Name</i>	<i>Type</i>	<i>Place</i>	<i>Reach</i>	<i>Materials Needed</i>
May 4	Cinco de mayo	Latino	SF Mission District	500,000	Spanish Grow-It Guides
May	Flea market	Latino	San Jose	60,000-100,000	Spanish Grow-It Guides
August 23-24** (tentatively for year 3 staffing)	Chinatown's StreetFest	Chinese	Oakland Chinatown	100,000	Chinese Grow-It Guides

Summary of Ethnic Program Advertisements

<i>Date</i>	<i>Name</i>	<i>Type</i>	<i>Place</i>	<i>Reach</i>	<i>Cost</i>
May 24-25	Carnaval; Theme is "Rainforest"	Latino	Bay Area	500,000	\$1,500
April & May	Teleguia Television Guide - Special cinco de mayo reference guide	Latino	9 cities in the Bay Area	36,000	\$996
Subtotal, Latino					\$2,496
May 24, 1997	Chinese Longevity Ball	Chinese	San Francisco	1200	\$500
May 31, 1997	Chinacsc Culture Center Annual Luncheon	Chinese	San Francisco	400	\$350
May	KQED Resource Guide	Chinese	Bay Area	7,000	\$1,000
June 20, 1997	Oakland Cultural Center Fundraising Dinner	Chinese	Oakland	600	\$600
Subtotal, Chinese					\$2,450