



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) / City and County of San Francisco
- Contractors:** Pacific/West and BHI / Montoya Communications, Polaris, Phoenix Communications
- 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*; Press Kit; Baseline Survey; Ethnic Focus Group Reports; 1996 Final Report
- FY 96/97 - 3 Radio Ads – *Wanna Get the Guide*, *Bug Blanket*, and *Laying It On Thick* (60 seconds); Promotional program – *Pick up the Official Guide to Spring Training*; *Grow It!* Guides (30,000 copies); 3 Print Ads – *Over-Spraying Your Garden?*, *Over-Fertilizing Your Lawn?*, and *Put Your Lawn on a Strict Diet*; Ethnic Program Advertising; Ethnic Event Outreach; Pre- and Post-Campaign Wave Surveys; Summary Report: Year 2 - Ethnic Outreach; Spring 1997 Final Report

Regional Advertising Campaign I

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); 3 Print Ads – *Hear About the Fish that Drank a V-8?*, *Fish Can Croak from Secondhand Smoke*, and *Sure, the Bay is Cold. But do Fish Really Need Anti-Freeze?*; Ethnic Program Advertising, Ethnic Focus Groups; Press Kit; Pre- and Post-Campaign Wave Surveys; Summary Report: Year 3 - Ethnic Outreach; Fall 1997 Final Report
