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
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