

YOU'RE THE SOLUTION
TO WATER POLLUTION

Bay Area Stormwater Management Agencies Association
Regional Advertising Campaign
IMPLEMENTATION PLAN
June 15, 1995

BASMAA REGIONAL ADVERTISING CAMPAIGN PLAN

TABLE OF CONTENTS

Purpose of Plan	1
Strategic Approach.....	2
Recommendations.....	4
Advertising Placement Strategy.....	7
Sample Cable Advertising Strategy.....	9
Overall Tasks and Timeline.....	11
Sample Budget Overview.....	12
Sample Budget Breakdown	14
Objectives and Tasks	15
Addendums:	
Optional Print Advertising Placement Steps	
Media Opportunities Grid	
KQED Proposal	

PURPOSE OF THE PLAN

BASMAA members have joined forces, pooling funds and resources to meet the challenges of strict Federal and State regulations to reduce stormwater pollution. These regulations mandate stormwater discharge standards for local governments. However, a local government cannot in turn easily mandate behavior changes for the significant sources of stormwater pollution: the individual.

As with a growing list of civic concerns requiring public participation, BASMAA must now turn to traditional marketing methods to accomplish the goals of the mandates. It is with this cooperative stormwater pollution prevention goal in mind that the following three-year advertising strategy has been developed.

As outlined in the Recommendations section, the BASMAA campaign will be conducted in three phases over three years. Phase One will address the basic facts -- storm drains lead directly to the Bay and other water sources and that individuals contribute a significant amount of stormwater pollution to the SF Bay, Delta, Ocean and creeks, directly and indirectly; Phase Two will concentrate on individual-generated stormwater pollution; and Phase Three will cover automobile-generated stormwater pollution.

The Basic Message: Stormwater Pollution Awareness

Although the public's awareness is increasing on stormwater pollution, many Bay Area residents still do not understand the most fundamental point at hand: hazardous and non-hazardous substances entering storm drains -- either directly or indirectly -- flow untreated through to and pollute various waterways including the San Francisco Bay, the Pacific Ocean, the Delta, and various creeks and ground water sources.

Bay Area surveys also show that most residents currently believe industry -- not themselves -- to be the primary source of water pollution, although a significant amount of water pollution comes from homes and privately-owned vehicles.

For people to take the difficult initiative to change behavior, it is critical that they first understand how the basic system works and how it relates to them. Therefore, the first messages in the three year advertising strategy will address the relationship between storm drains and Bay Area waterways, and the fact that a significant amount of water pollution comes from actions by individuals.

Joining Together For a Call to Action

The collaboration of BASMAA members for a regional campaign is strategically effective. Together, BASMAA members can create a sense of urgency and stimulate a call to action among Bay Area communities. BASMAA representatives will also reach out to the private sector as well by seeking corporate sponsorship to underwrite the campaign.

STRATEGIC APPROACH

Joint Advertising Campaign

By joining forces financially, BASMAA members can potentially reach 2,250,000 households through paid television and radio advertising -- media which are prohibitively expensive on an individual city or county basis. Television also reaches an important and growing audience of people who do not read newspapers. Both radio and television are most cost-effective when used to convey a regional message, effectively gaining each agency more for their money. If a city were to purchase radio or network television time, much of their advertising dollar would be wasted on audiences outside their market. When done jointly, television and radio commercial production costs are shared.

Forging Public/Private Partnerships

An important element of the plan will be to seek commercial sponsorship for television and/or radio advertising time, which can greatly increase the frequency and reach impact on our target market. By seeking financial sponsorship from major businesses whose products are readily available on the market and are beneficial to our purpose, we should also achieve greater tangible results early on. Soliciting this type of sponsorship will be the responsibility of the implementing agency.

Potential Sponsors:

Castrol	Oil Changers. Proper Disposal
Arm & Hammer Products	Laundry detergent, baking soda. Safer alternatives.
Ortho	Garden products. "Use as directed" campaign

Cooperative advertising efforts will also be solicited. For example:

- Solicit Ortho to conduct a 'use as directed' advertising campaign for their products.
- Solicit a household cleaner manufacturer such as Proctor-Gamble to conduct a 'use as directed' campaign.
- Solicit a paint company to conduct a 'recycle or proper disposal' campaign.
- Solicit Chevron or Unocal to conduct a "don't pour in the drain" campaign.

Promotional Support

Promotional support from the fishing and recreational industries should also be solicited as part of the strategy. For example, stormwater pollution prevention educational signs can be placed on fishing boats at Fisherman's Wharf and other fishing wharves around the Bay Area, or the fishing industry may choose to conduct a promotion of their own in support of our efforts. Underwater World, a major new aquarium facility will open in Spring of 1996 at Pier 39 in San Francisco and should be contacted to include an educational display or kick-off promotional activity.

Environmental Organization Alliance

Although 'environmentalism' may be currently out of favor in Washington D.C., environmental issues are still high on the list of local concerns. In fact, the Chronicle recently reported that a Time/CNN poll conducted in January found that 88 percent of Americans surveyed considered the environment to be either "very important" or "one of the most important problems facing the country."

Additionally, in the March, 1994 Contra Costa Public Opinion Survey, respondents considered environmental organizations to be reliable sources of information. With these facts in mind, an alliance with environmental groups may be considered beneficial to an awareness campaign. Some local organizations to be considered include:

- Sierra Club
- Bay Area Action
- Lindsay Museum
- Surf Riders
- California Trout
- Pacifica's Environmental Family
- BayKeepers
- San Francisco Bay Girl Scout Council
- Save the San Francisco Bay
- San Francisco Steinhardt Aquarium

RECOMMENDATIONS

Develop a Campaign Slogan

The purpose of a campaign slogan is to reflect the general message of the association, and to call attention to the overall subject, or intention. A slogan is not meant to solve all problems or address all issues. Specific goals and issues should be addressed through visuals and through spoken or written copy throughout the campaign.

The working campaign slogan: 'You're the Solution to Water Pollution,' addresses BASMAA's goal of increasing awareness that water pollution is the result of individual behavior -- and that water pollution prevention must come from the individual as well. The slogan does not specify any particular behavior, thereby leaving the campaign open to address a range of direct and indirect actions. It is also likely that BASMAA's Bay Area target audiences will be more receptive to a friendly personal behavior/responsibility message, than a passive 'stormwater system' message.

BASMAA's other primary message -- that storm drains flow untreated to Bay Area waterways -- will be addressed in the content of the campaign itself, along with specific prevention concepts.

Conduct a High Impact Kick-Off Event

Because waters surrounding the Bay Area do not appear visually polluted on the surface, it is difficult to generate and sustain a state of alarm over stormwater pollution. And unlike recycling, where residents can feel satisfaction seeing the results of their efforts piling up in a bin, stormwater pollution prevention doesn't produce immediate visible results to the resident.

Prior to a major change, an issue often comes dramatically to the forefront as a community cause. For example, the garbage barge with no port in New Jersey brought the garbage crisis to the attention of the media which generated the necessary boost to recycling. The garbage barge became a visual representation of the problem, an image that was unforgettable.

In view of the positive reaction to 'dramatic impact,' this approach is also recommended for BASMAA. To elicit a major response from the public, BASMAA needs to join forces to bring stormwater pollution dramatically to the forefront, visually show the damaging effects of stormwater pollution.

This can be accomplished through a press conference with BASMAA, Bay Area environmental organizations, key officials and/or celebrities. Perhaps the group will travel on a boat to outflow sites to provide the media with the visual 'shock factor' necessary to create a sense of urgency for the public. Each County could then work with their own media to view local pollution sites. Other kick-off options include a press conference at a particularly polluted site accessible by land, a demonstration of how dye poured in a storm drain quickly shows up in a lake, or a 'tour' of several problem sites.

Recommendations, continued...

Presenting the 'shock factor' at the kick-off stage then paves the way and provides the relevance for the advertising campaign to focus on specifics and solutions. It's important to note that this type of strategy received high marks from focus groups in San Mateo: information that was clear, direct and showed the cause-effect relationship between pollution and the environment was consistently viewed as the most effective.

Implement a Three-Year Message Strategy

The BASMAA advertising campaign will be carried out in three parts over three years: The first year will establish a foundation of awareness and concern of stormwater issues and how individuals can prevent stormwater pollution, the second year will address specific resident-generated stormwater pollution, and the third year will address car-based stormwater pollution and prevention.

The campaign will concentrate on television and radio advertising, including the Hispanic radio and television market. Paid television, and to a lesser extent, paid radio, also allows BASMAA to target men and women in certain age groups and with specific interests with the appropriate messages. Depending upon the budget and the cost of television production, 1 to 3 spots will be produced to air each year.

Year One: General Awareness

Primary Messages:

- Storm drain and sewer system differences
- Toxics in storm drains flow untreated to Bay Area waterways
- Significant stormwater pollution comes from individuals
- Direct Pollution: Never pour toxic products in the drain
- Indirect Pollution/Urban Runoff: Paved streets can't absorb toxics.
- Hotline (call to action)

Year Two: Stormwater Pollution Comes From Individuals

Primary Messages:

- Toxics in storm drains flow untreated to Bay Area waterways
- Significant stormwater pollution comes from residents
- Don't pour old/leftover toxics in drain.
- Proper disposal of gardening pesticides, household cleaning products, paints, etc.
- Purchase and Use:
Use as directed, don't overuse, use least-toxic, buy what you need.
- Even a little bit hurts -- and adds up. There are 2,250,975 homes in the Bay Area
- Call to action/hotline

Year Three: Stormwater Pollution from Your Car

Primary Messages:

- Toxics in storm drains flow untreated to Bay Area waterways
- Never pour oil or other car toxics in storm or home drains
- Even a little oil, etc. hurts a lot
- Keep your car well tuned, rainwater issue
- Cement covered ground cannot absorb toxics.
- Take your car to a car wash.
- Call to action/hotline

Recommendations, continued...

Create a Hotline

Once the target audience understands the negative impact of pouring toxics and other substances in drains, etc. they must be provided with correct information quickly. Therefore, we recommend the advertising campaign include a 'call to action' hotline number for resources on proper disposal methods, Bay Area locations for safe disposal, and sources for safer alternatives to toxics products.

Develop Hotline Response Materials

Develop a mail-out piece, perhaps each with different back sections with appropriate disposal information for each county. A less expensive option would be to adapt or reprint "Estuarywise" or other already produced materials for distribution.

Provide Optional Materials

Optional camera-ready artwork will be provided to BASMAA members who wish to supplement the broadcast campaign with print media and a point-of-purchase effort.

Materials include:

- English/Spanish Newspaper ads
- Street signs
- Point-of-purchase
- Transit shelter ad
- Exterior bus ads
- Interior bus ad

A Media Relations Element

For a particularly complex subject such as stormwater pollution, a media relations effort is an effective way to supplement BASMAA's overall paid advertising commitment with more extensive coverage of the campaign. While paid advertising guarantees reach and frequency, spots are limited to 30 or 60 seconds each. It is therefore recommended that a media relations campaign be conducted in support of the advertising effort. In the first year, this will include the campaign kick-off event. In subsequent years, this can include press releases or even a press event, which can focus on the results of the first year's survey--i.e. change in awareness or other new issues. This effort should also include public service announcements, interviews on talk shows and with print media reporters, and meetings with editorial boards. (See attached Media Opportunities)

Evaluate the Campaign

It is important to establish the effectiveness of BASMAA's advertising efforts, particularly in the first year. Evaluating the first year's effort will direct us in Phases 2 and 3. If the budget permits, it may be advisable to conduct post-awareness surveys each year or at least at the end of the 3rd and final year to assess the overall progress of the campaign. The following methods are recommended as appropriate measurement mechanisms:

- First year benchmark telephone survey to determine awareness and behavior.
- Post-awareness telephone survey to measure awareness of campaign, understanding of issues, and change in behavior each year or at the end of the third year.
- Track responses to hotline and requests for materials.

ADVERTISING PLACEMENT STRATEGY

To create the most impact with limited funds, advertising dollars should be used to saturate the message over a specific, intense period of time. The more times the viewer sees the message over a short period, the more likely they are to understand it, remember it and respond to it. Maximum repetitions of the ad should be aired over a four to six week period, several times during the course of the year, depending upon budget.

Example: Advertising Schedule

Fiscal Year One

Fiscal Year Two

JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
←————→				←————→				←————→			

Target Audiences

The first phase of the campaign – general awareness of stormwater pollution/stormwater pollution comes from individuals-- will target adults 18 to 54. In Phase Two --stormwater prevention by residents -- will also target adults 18 to 54. Phase Three -- car-related stormwater pollution -- will primarily target men 18 to 54, with a lesser emphasis on women 18 to 54 to encourage maintenance and proper disposal.

Weekend-Oriented Placement

Most of the activities relative to water pollution occur on weekends: gardening, painting, housecleaning, car repair and washing, and so on. To gain maximum impact on our audience closest in time to the relative activity, and to best utilize funds, it is recommended that the advertising buy consider the value of a concentrated Thursday through Sunday time slot purchase.

Cable Television

Cable television is recommended as the primary method of reach for the BASMAA advertising campaign. Cable TV brings us into 1.2 million Bay Area households -- affordably. Cable also provides a variety of programming that will help us directly reach our target audiences, as is illustrated in the attached example cable media buy plan.

Network Television

Although network television is more costly than cable, it can be selectively and effectively used to expand our audience reach. By using our Thursday through Sunday placement strategy, and avoiding prime time slots, affordable network programming can reach our desired market. We will also conduct a media buy on the Hispanic station, KDTV, Channel 14.

Radio Advertising

Radio advertising is an effective supplemental method for our regional effort, providing additional reach and extending the frequency of our television message. Because radio schedule is usually purchased in 60 second time slots, it allows 30 seconds more time to elaborate on BASMAA's message than television. Radio can also be timed for specific programming, such as garden talk shows, car and home fix-it talk shows, drive time for leaking car issues, and so forth, and can be purchased on a Thursday through Sunday schedule.

Newspaper Advertising

Although smaller community based newspaper ads will be placed independently by participating BASMAA members under the 'options' element, the implementing agency may choose to recommend major newspaper advertising or regional Hispanic newspaper advertising as part of a comprehensive reach strategy.

SAMPLE CABLE ADVERTISING STRATEGY

Sample 1: Fixed Position Schedule

<u>THURSDAY</u>			
Discovery	10a	Home Matters	\$105*
	10:30a	Start to Finish	\$105
	11a	Easy Does It	\$105
	11:30	Lynette Jenn Home	\$105
	1:30p	Home Matters	\$105
	2p	Start to Finish	\$105
	2:30p	Easy Does It	\$105
	3p	Lynette Jenn Home	\$105
CNN	7p	World News	\$625
ESPN	8p	SportsCenter	\$650
			10 spots @ \$2115

<u>FRIDAY</u>			
Discovery	10a	Home Matters	\$105
	10:30a	Start to Finish	\$105
	11a	Easy Does It	\$105
	11:30	Lynette Jenn Home	\$105
	1:30p	Home Matters	\$105
	2p	Start to Finish	\$105
	2:30p	Easy Does It	\$105
	3p	Lynette Jenn Home	\$105
CNN	7p	World News	\$625
ESPN	8p	SportsCenter	\$650
			10 spots @ \$2115

<u>SATURDAY</u>			
Discovery	9:30a	Nature Watch	2X\$145
	10a	Pet Connection	2X\$145
CNN	1:30p	Future Watch	\$240
ESPN	2p	Various	2X\$425
	8p	SportsCenter	\$560
TNT	8p	Movies	2X\$360
			10 spots @ \$2,950

<u>SUNDAY</u>			
Discovery	9:30a	Home Matters	2X\$145
	10a	Start to Finish	2X\$145
CNN	11:30a	Earth Matters	\$240
ESPN	2p	Various	2X\$425
	8p	SportsCenter	\$560
TNT	8p	Movies	2X\$360
			10 spots @ \$2,950

4 Day Total 40 spots @ \$10,130

Plan based on annual budget of approximately \$240,000.
 Prices based on 1995 2nd quarter rate card. * denotes cost per :30 spot.

SAMPLE CABLE ADVERTISING STRATEGY

Sample 2: 24 Hour Rotation of Schedule

Spot total to run Thursday, Friday, Saturday, Sunday as follows:

ESPN 14X	CNN 15X	MTV 12X
USA 15X	A&E 15X	LIFE 15X
TNT 12X	DISC 15X	NICK 12X

Total: 125 spots @ \$80 per spot is \$10,000 per week.

Sample 3: Combination Schedule--Fixed and Rotation

24 Hour Rotation of Schedule

ESPN 7X	CNN 7X	MTV 6X
USA 7X	A&E 7X	LIFE 6X
TNT 7X	DISC 7X	NICK 6X

60 spots @ \$80 per spot is \$4,800 per week

Fixed Position Schedule

		<u>THURSDAY</u>	
CNN	7p	World News	\$625
ESPN	8p	Sportscenter	\$650
			2 spots @ \$1,275
		<u>FRIDAY</u>	
Discovery	3p	Lynette Jenn Home	\$105
CNN	7p	World News	\$625
ESPN	8p	SportsCenter	\$650
			3 spots @ \$1,380
		<u>SATURDAY</u>	
Discovery	9:30a	Nature Watch	\$145
	10a	Pet Connection	\$145
ESPN	2p	Various	\$425
TNT	8p	Movies	\$360
			4 spots @ \$1,075
		<u>SUNDAY</u>	
Discovery	9:30a	Home Matters	\$145
	10a	Start to Finish	\$145
ESPN	2p	Various	\$425
	8p	SportsCenter	\$560
TNT	8p	Movies	\$360
			5 spots @ \$1,635

Total: 14 spots @ \$5,365

Total Spots in Combination Schedule: 74 spots @ \$10,165

**KGO & KSFO RADIO
Sample Plan**

The following is a sample media buy based on a 6-week schedule of weekend-oriented placement with a budget of approximately \$20,000.

KGO Radio
FRIDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
5A	9A	Dunbar & Wygant News	1X/\$700

SATURDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
8A	10A	Health & Fitness With Joanie Greggains	1X/\$250
10A	1P	Dining Around With Gene Burns	1X/\$250
1P	4P	Money Talk With Bob Brinker	2X/\$250

SUNDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
1P	4P	Money Talk With Bob Brinker	2X/\$250

Sub-total 7 spots per week @ \$2,200

KSFO Radio
FRIDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
6A	9A	Lee Rogers Show	2X/\$525

SATURDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
10A	1P	Leo LaPorte on Computers	3X/\$50

SUNDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
7A	1P	Bob Tanem In The Garden	3X/\$50
10A	1P	Financial Fitness With Cynthia Oti	3X/\$50

Sub-total 11 spots per week @ \$1,650

Grand Total for KGO & KSFO: 18 spots per week @ \$3,850

* Cost per 60-second spot

KPIX RADIO
Sample Schedule

The following is a sample media buy based on a 6-week schedule of weekend-oriented placement with a budget of approximately \$20,000.

FRIDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
12 noon	8P	O.J. Simpson Trial News Listener Call-in Hour	4X/\$250
8P	12 midnight	Various talk shows	4X/\$30

SATURDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
5A	6A	CNN Headline News	1X/\$50
6A	8A	KPIX Weekend News	2X/\$50
8A	10A	West Coast Garden Line	2X/\$100
10A	1P	Tony Tantillo Show	3X/\$120
1P	3P	The Pet Show	2X/\$100
3P	6P	Peter Keane Show	2X/\$100
6P	9P	Smart Money	2X/\$60

SUNDAY

<u>Time Start</u>	<u>Time End</u>	<u>Program</u>	<u># of Spots/Cost*</u>
5A	6A	CNN Headline News	1X/\$40
6A	8A	KPIX Weekend News	2X/\$50
8A	10A	West Coast Garden Line	2X/\$100
10A	1P	On Computers	2X/\$100
1P	4P	David Essel Live!	2X/\$75
4P	7P	Best of Dr. Laura Schlessinger	2X/\$50
7P	9P	Your Good Health	2X/\$40

Total 35 Commercials Per Week @ \$3,220

* Cost per 60-second spot

OVERALL TASKS AND TIMELINE

The tasks and timeline outlined here are intended to provide a structure for the first implementation phase of the BASMAA campaign. Actual tasks and timelines must be determined after the specific budget has been allocated for each year.

Year One: Tentative Campaign Start Date: January 15th, 1996

- September 5, 1995 Meet with BASMAA to discuss budget, advertising theme, strategy -- and kick-off press event if BASMAA conducts press. Review timeline.
Begin sponsorship development and cooperative advertising coordination.
- September 19 Present T.V. storyboards and radio concepts to BASMAA. Local coordination to begin, discuss print campaign specifics, etc.
- September 26 Present revised storyboards and radio concept to BASMAA, if necessary.
- October 3 Begin development of television and radio. Begin media buy.
- October 19 Present print campaign drafts and kick-off press conference plan to BASMAA. Discuss sponsorship progress. Discuss survey goals, objectives, target market, questions, needs, goals .
Begin speaker scheduling and organization alliance for kick-off event, develop invitation list, reserve boat and handle other scheduling, display and promotional details as appropriate.
- November 1 Meet with environmental alliance groups to discuss campaign, press conference, and coordinate actions.
- November 15 Present full campaign -- television, radio and print -- to BASMAA. Review and discuss survey plan, questions, and timeline. Make any revisions to print and broadcast campaign as needed. Begin coordinating joint printing plan.
- December 1 Television, radio and print production completed. BASMAA meeting re final review of Phone Survey questions and details for kick-off event. Review press release. Send pre-invitation letter regarding kick-off event.
- January 2, 1996 Begin benchmark (pre-awareness) survey. Send invitations to kick-off event. Continue with final details for kick-off event. Send press release as appropriate. Begin scheduling speakers for talk shows following kick-off.
- January 15 Kick off Event, begin television and radio broadcast schedule. Local agencies to begin print campaigns, as appropriate.
- January 17 Evaluate kick off event, media coverage. Continue press coverage.
- March 1 Begin post awareness survey.
- April 15 BASMAA reviews post awareness data. Discussion of results and any recommended revisions to the media strategy.
- May 1- June 30 Second round of broadcast media. Continue press coverage. 11

SAMPLE BASMAA BUDGET OVERVIEW

The budget allocation for each year will depend upon two factors: The total allocated funds from BASMAA members and any additional funds solicited from business. A Sample Budget Breakdown has been included as a means of reviewing the possibilities within a range of funding amounts for each year.

Obviously, the budget's goal is to allocate funds to the greatest advantage of the program. Ideally, the more on-air time, the better to reach the audience with the BASMAA message. In general, the percentage of production costs versus actual media buy (commercial airing time) has been shown in the sample budgets to be higher in the first and second years -- when production needs to be developed -- than in the third year, in which some earlier spots may be used to supplement or replace newly produced commercials. Overall, the sample budget shows an average of 66% of the budget as airing time in year one, an average of 73% as airing time in year two, and an average of 83% airing time in year three.

Below is a brief discussion of the listed budget items.

Project Management

For the sample budget scenarios, we have assumed that project management/administration expenses have been built in to each element of the budget.

Pre- and post-awareness survey

Because the BASMAA plan has recommended both a pre-and post awareness survey in the first year, all sample year-one budgets include this budget item. Also recommended in the plan, all third-year budgets include a post-awareness survey which is intended to evaluate the overall success of the BASMAA effort. In a potentially lower-funded year two, no allocation has been given for a post-awareness survey. BASMAA members would make that determination when approving the budget allocation in that year.

Sponsorship Solicitation

An important element of the budget, sponsorship solicitation is included in all years, particularly those years with potentially lower BASMAA resources. When BASMAA funding is limited, outside funding sources are critical increasing our goal of maximum on-air time. Sponsorship solicitation will be handled by the contracting agency. Potential funding includes sponsorship of additional television and/or radio time purchase, sponsorship of television and/or radio production, and cooperative advertising and promotions.

Television and Radio Production

The sample budget for television and radio production applies a broad stroke to a complex mix of possibilities. Production costs can vary widely, determined by creative concepts and methods. Additional variations of a television or radio spot can be developed out-of the primary advertisement. Spanish versions of the ads may vary in production costs. Additional funding or donated services can supplement overall production. Therefore, the creative concept and budget supplements will determine the number of spots to be produced within a given budget.

Cable Television Time Purchase

Since this is a paid public education effort, seeking maximum reach of the target audience, BASMAA members recommend that agency commission be forfeited for additional air time in the implementing contract. Agencies services should be included in an hourly rate or other comparable compensation method.

This budget item includes the cable media time buy only, and does not reflect production costs which are included under a separate budget item.

Network/Hispanic TV Time Purchase

Although cable television provides a good value, selected network television programming may be appropriate within the overall media buy. Hispanic television should be considered in each media buy. Agency commissions are to be forfeited for additional air time.

Radio Time Purchase

Radio, which can be an excellent supplement to a primarily television campaign, should be considered in a media buy when budget permits. Radio, which must be purchased separately at most stations, should be budgeted and scheduled for stations appropriate to the overall implementation creative strategy. Two sample media-buys have been included which demonstrates a \$20,000 over a six-week schedule.

Newspaper Advertising Purchase

Although community based newspaper advertisements will be the individual responsibility of each BASMAA agency, major newspaper advertising may be considered as part of a comprehensive reach method.

Print Campaign Artwork Development

As outlined in the Recommendations, the BASMAA budget includes development of camera-ready artwork for a supplemental print media campaign. Purchase of print advertising space, such as newspaper ads, will be the responsibility of the participating agencies and is not included in the budget.

Media Relations Element

As outlined in Recommendations, the media relations element will supplement the advertising effort. The first year budget should include a campaign kick-off. The second year budget covers media updates on the survey or other appropriate information and the third year effort includes a possible final press conference on the program's success.

SAMPLE BUDGET BREAKDOWNS

<u>Year One</u>	<u>Year Two</u>	<u>Year Three</u>
<u>Scenario One: \$500,000 budget</u>		
Pre- and post-awareness surveys	25,000	Post-awareness survey
Sponsorship Solicitation	10,000	\$10,000
Television & radio production	100,000	Sponsorship solicitation
Cable television time purchase	200,000	5,000
Network/Hispanic TV time purchase	40,000	Television and radio production
Radio time purchase	50,000	100,000
Media relations effort and kick-off	10,000	Television time purchase
Print campaign development	20,000	250,000
Newspaper advertising placement	45,000	Network/Hispanic time purchase
		60,000
		Radio time purchase
		50,000
		Media relations element
		5,000
		Print campaign development
		20,000
		\$500,000
		\$500,000
<u>Scenario Two: \$400,000 budget</u>		
Pre- and post-awareness survey	25,000	Post-awareness survey
Sponsorship Solicitation	10,000	10,000
Television production only	100,000	Sponsorship solicitation
Cable television time purchase	200,000	5,000
Network/Hispanic TV time purchase	40,000	Television and radio production
Eliminate radio time purchase	0	75,000
Print campaign development	15,000	Television time purchase
Media relations effort and kick-off	10,000	225,000
		Network/Hispanic time purchase
		35,000
		Radio time purchase
		30,000
		Print artwork development
		15,000
		Media relations element
		5,000
		\$400,000
		\$400,000
<u>Scenario Three: \$300,000 budget</u>		
Pre and post-awareness survey	25,000	Sponsorship Solicitation
Sponsorship Solicitation	10,000	5,000
Television production	60,000	Television Production
Cable television time purchase	200,000	50,000
Network/Hispanic TV time purchase	0	Cable television time purchase
Radio time purchase	0	200,000
Print campaign development	5,000	Network/Hispanic TV time purchase
		30,000
		Radio time purchase
		0
		Print campaign development
		10,000
		Media relations element
		5,000
		\$300,000
		\$300,000
<u>Scenario One: \$500,000 budget</u>		
		Post-awareness survey
		\$ 10,000
		Sponsorship Solicitation
		5,000
		Television/radio production
		50,000
		Cable television time buy
		300,000
		Network/Hispanic time buy
		60,000
		Radio time buy
		45,000
		Media relations element
		10,000
		Print campaign development
		20,000
		\$500,000
		\$500,000
<u>Scenario Two: \$400,000 budget</u>		
		Post-awareness survey
		10,000
		Sponsorship solicitation
		5,000
		Television/radio production
		50,000
		Cable television time buy
		200,000
		Network/Hispanic time buy
		60,000
		Radio time buy
		50,000
		Print campaign development
		15,000
		Media relations element
		10,000
		\$400,000
		\$400,000
<u>Scenario Three: \$300,000 budget</u>		
		Post-Awareness Survey
		10,000
		Sponsorship solicitation
		5,000
		Television production
		0
		Cable television time buy
		240,000
		Network/Hispanic time buy
		30,000
		Radio time buy
		0
		Print campaign development
		10,000
		Media relations element
		5,000
		\$300,000
		\$300,000

OBJECTIVES AND TASKS

Year One

General Awareness

The goal during this year is to bring the issue of stormwater pollution to the public's attention by launching a public education/advertising campaign. The focus of this campaign is to show how individuals can help prevent stormwater pollution. That can be accomplished through the following objectives.

I. Forging Partnerships

Tasks:

- Meet with BASMAA to discuss benefit of alliances with environmental groups and business. Determine how to best utilize such alliances.
- Identify environmental groups who will support our campaign.
- Identify businesses/corporations who will support our campaign.
- Solicit financial sponsorship from groups and corporations.
- Approach environmental groups and businesses about participating in major kick-off event.
- Work with KQED on documentary format.

II. Paid Advertising

Tasks:

- Produce television commercials and a radio advertisements.
- Strategize a media buying plan for television and radio based on working budget.
- Saturate the media buy during a concentrated time period (Thursdays-Sundays), focusing on shows that will reach our target audience.
- Negotiate promotional events with media buy.
- Meet with BASMAA to finalize advertising plan.
- Produce camera-ready art for billboards, bus cards, and campaign-style street signs, for each county to use as appropriate.

III. Public Service Opportunities

Tasks:

- Write and distribute public service announcements for radio and television stations.
- Produce information handout (i.e. booklet, brochure) which outlines the sources of the problem as well as solutions. Distribute to the public at kick-off event and/or through hotline.
- Develop parameters for creating a new hotline or working within an existing one to provide information, printed do/don't sheets, etc. to callers.
- Meet with committee to discuss other possible avenues for public service.

IV. Media Relations

Tasks:

- Identify person in each county to act as press contact, to be available for interviews, etc. Work on media training, honing of message points.
- Develop and distribute a series of press/news releases with relevant fact sheets to print, broadcast and ethnic media.
- Place op-eds.
- Coordinate placements, work to establish relationships with reporters covering these issues.
- Have major kick-off event to which media will be invited.
- In all aspects of media relations, stress that this is a region-wide problem being addressed regionally—counties are forming an alliance to deal with a problem.
 - Meet with committee to discuss other ideas for media relations.

OBJECTIVES AND TASKS

Year Two

Residentially-Generated Water Pollution

The goal during this year is to focus on the resident: what they're doing at home and in the garden. This goal can be accomplished through the following objectives.

I. Forging Partnerships

Tasks:

- Identify product manufacturers of home use products who may be interested in financial sponsorship of a broadcast campaign. Solicit their sponsorship.
- Encourage manufacturers to produce their own commercials, using BASMAA's messages (i.e. stressing that products be used as directed and why).
- Continue working with environmental groups.

II. Paid Advertising

Tasks:

- Develop and film television and radio ads.
- Strategize a media buying plan that is clearly focused on target audience (women for garden and cleaning products; men for paint, etc.).
- Meet with committee to discuss all stages of developing commercials and media buys.

III. Public Service Opportunities

Tasks:

- Write and distribute public service announcements for television and radio stations.
- Write and produce information booklets, etc. to give out at events and through hotline. These should focus on the "use as directed" concept as well as alternatives to toxic products.
- Continue hotline which provides printed information to callers.

IV. Media Relations

Tasks:

- Identify person in each county to act as press contact, to be available for interviews, etc. Work on media training, honing of message points.
- Develop and distribute a series of press/news releases with relevant fact sheets to print, broadcast and ethnic media.
- Place op-eds.
- Coordinate placements, work to establish relationships with reporters covering these issues.
- Have special focus on daytime/weekend home shows, which are geared primarily at women and also home improvement shows, which are generally geared at men.
- In all aspects of media relations, stress that this is a regional effort--counties are forming an alliance to solve a problem.
- Meet with committee to discuss other ideas for media relations.

OBJECTIVES AND TASKS

Year Three

Car-Generated Water Pollution

The goal during this year is to target car-generated water pollution by establishing the connection between leaking cars, storm drains and rainy season and to prevent direct oil dumping in storm drains. This can be accomplished through the following objectives.

I. Forging Partnerships

Tasks:

- Work with car product companies on sponsorship and other campaign issues.
- Conduct other joint promotions with industry.
- Continue working with environmental groups to help disseminate our message.

II. Paid Advertising

Tasks:

- Develop and produce television and radio ads.
- Focus media buys around target audience (examples: MTV, sports programs, or drive-time on radio stations, etc.).
- Develop print campaign for BASMAA.
- Meet with BASMAA to finalize overall advertising plan.

III. Public Service Opportunities

Tasks:

- Write and distribute public service announcements.
- Write and produce booklets, fact sheets, car maintenance check-list, etc. to be distributed at events and through hotline.
- Continue hotline.

IV. Media Relations

Tasks:

- Identify person in each county to act as press contact, to be available for interviews, etc. Develop message points specific to this year's work.
- Develop and distribute a series of press/news releases with relevant fact sheets to print, broadcast and ethnic media.
- Place op-eds.
- Coordinate placements, work to establish relationships with reporters covering these issues.
- In all aspects of media relations, stress that this is a region-wide problem being addressed regionally--counties forming an alliance to deal with a problem.
- Meet with committee to discuss other ideas for media relations.

OPTIONAL PRINT ADVERTISING PLACEMENT STEPS

The BASMAA campaign will provide camera ready artwork for various types of print advertising. Print advertising purchases are optional and not part of the BASMAA advertising budget. Each county will need to decide how they want to move forward with print advertising based on their local needs and budget. Upon implementation, the committee should decide (or the implementing firm should recommend) what types of materials are to be developed. Options are as follows: interior bus cards, queen size exterior bus cards, king size exterior bus cards, taillight bus cards, 8-sheet billboards, 30-sheet billboards, transit shelter posters, and newspaper ads in various sizes.

Printing will be coordinated regionally as a cost-saving mechanism with each participating county paying the appropriate share. Each county will then arrange and pay for their own print advertising space

General Guidelines

When arranging an advertising buy, always ask for public service rates. For example, both Patrick Media Group and Gannett Outdoor sometimes donate space for public service clients. Most other companies do have a public service program or discount of some sort. While there's always the possibility that you'll get bumped for full-rate customers (except, perhaps, in newspapers), it's still worth asking for the discount.

All the prices included in this set of guidelines are current. Please keep in mind that these rates will most probably increase by the end of the year.

1. BILLBOARDS AND TRANSIT SHELTERS

There are two companies that sell billboard and transit shelter space in the Bay Area--Patrick Media and Gannett Outdoor. As mentioned previously, both sometimes donate space and simply charge one-time installation fees.

There is no guarantee that asking for a donation of this type will result in free ad space. There are various restrictions (such as: donations of this kind are generally only given to groups/organization who are spending no other money on advertising), but these are not hard and fast rules. Your best bet is to go ahead and ask anyway--it's worth taking the time to plead your case and negotiate.

If you do get the free space, be aware that your campaign may get bumped in favor of a paying client. This can depend on various factors such as time of year, etc. It is best to have an open-ended time frame. Generally, though, every effort is made to treat public service clients fairly.

Public Service Fees:	Gannett charges a posting fee of \$50 per transit shelter poster, \$60 for an 8-sheet junior panel and \$125 for a 30-sheet poster panel. Patrick Media charges posting fees of \$65 for an 8-sheet junior panel and \$125 for a 30-sheet poster panel. Patrick Media doesn't do transit shelter ads in the Bay Area.
----------------------	---

Billboard advertising, continued..

Note: Patrick Media and Gannett Outdoor require an initial letter of request. This letter should include a description of the organization, IRS tax number, a description of the program for which outdoor advertising displays are requested, and an indication of the desired geographical locations and number of displays requested. Also, Gannett prefers a copy of the poster design. These letters should be sent to:

**Cass Caulfield
Patrick Media Group, Inc.
1601 Maritime Street
Oakland, CA 94607**

**Vicci Melton
Gannett Transit Shelter Company
811 Folsom Street
San Francisco, CA 94107 (Vicci only handles transit ads)**

**Steve Shinn
Gannett Outdoor
1695 Eastshore Highway
Berkeley, CA 94710
(Steve handles billboards)**

If you cannot get a public service rate, the standard rates are:

**Patrick Media
8 sheet billboards Size: 5' X 11'
San Francisco/Oakland only
33 boards for 4 weeks for \$6270**

**Gannett Outdoor
8 sheet billboards Size 5' X 11'
San Francisco price, but good ballpark figure for other BASMAA
counties as well (rates may go up or down depending on zoning
restrictions and availability outside San Francisco).
41 boards for 4 weeks for \$6150**

2. **BUS ADVERTISING**

TDI covers San Francisco, Alameda, Contra Costa, and Santa Clara counties. TDI routinely offers public service rates to non-profit agencies. All costs are on a per month basis, although public service ads are frequently left up longer when space is available.

Contact: Jackie Callo (415) 777-9061

Interior Bus Cards		
<u>Region</u>	<u>Units</u>	<u>Cost</u>
SF only	400	\$3,200
AC Transit	400	\$3,200
Santa Clara	250	\$2,000
Contra Costa	80	\$640

King Size Bus Poster		
<u>Region</u>	<u>Units</u>	<u>Cost</u>
SF only	50	\$11,400
AC Transit	90	\$18,540
Santa Clara	75	\$16,275
Contra Costa	15	\$3,555

Taillight Bus Poster		
<u>Region</u>	<u>Units</u>	<u>Cost</u>
SF only	50	\$8,000
AC Transit	90	\$13,230
Santa Clara	75	\$11,400
Contra Costa	15	\$2,535

Lead time: Approximately 10 days

Golden Gate Transit (Marin County)

Contact: Linda Mitchell 415-257-4427

Golden Gate Transit provides discounts for long-term (i.e. 3 or 6 months, etc.) advertising, but not special public service rates.

Current rates (scheduled to go up as of July 1) All rates are for lots of 20 during the time span of one month:

<u>Ad Size</u>	<u>Cost</u>
11 X 74	\$1,391
11 X 59	\$1,271
24 X 70	\$2,121

Or, one 58 X 44 ad at the Ferry Terminal on a kiosk costs \$330 for one month.

Lead time: As much as possible. They have a limited number of spaces. As of late May, they were already sold out until October.

Bus Advertising continued...

SamTrans (San Mateo County)

Contact: Patrick Media

These are flat rates but are negotiable.

<u>Ad Type</u>	<u>Cost</u>
queen size	\$9,310 for 38 units over 4 weeks
side-tail panel	\$7,410 for 38 units over 4 weeks

BART

Contact: Patrick Media

These are flat rates but are negotiable.

<u>Interior Train Card</u>		
280 panels	\$16,800	4 weeks
<u>8-Sheet Platform Poster</u>		
37 panels	\$18,352	4 weeks

3. NEWSPAPERS

San Francisco Examiner/Chronicle (415) 777-1111

circulation: Examiner 112,000; Chronicle 510,000; Sunday 680,000

	Full Page	Half page	Quarter page	1/8 page
Daily	\$43,215	\$21,607	10,803	5,360
Sunday	\$43,860	21,930	10,965	5,440

A cheaper alternative to advertising in the total circulation for these papers is to consider targeting your audience by zone. The Chronicle and Examiner are broken up into five different zones, so that you can reach your audience in a more concentrated fashion. The five zones are (note: there are no zones 2 and 4):

Zone 1	San Francisco City and County plus Daly City
Zone 3	Peninsula--from SF to the southern boundary of San Jose
Zone 5	Marin, Sonoma and a portion of Napa County
Zone 6	East Bay Shore: from Fremont in the south to the Rodeo/Pinole area in the north; east/west boundary from Bay shoreline to the hills.
Zone 7	Most of Contra Costa county; Dublin/Pleasanton/Livermore area in Alameda and Vallejo/Benicia area.

Here are the rates for zone advertising:

	Half page	Quarter page	1/8 page
Zone 1	8,320	4,160	2,080
Zone 3	4,703	2,336	1,118
Zone 5	2,774	1,387	688
Zone 6	4,367	2,183	1,056

Zone 7 2,580 1,290 640

Chronicle/Examiner
Newspaper Advertising continued...

There are some restrictions when advertising by zone. First, your ad can only run on either Sunday or Wednesday (the rates above are for both Sunday and Wednesday; for Wednesday, the rate includes space in both the Examiner and the Chronicle). On Sunday, the ad can only appear in the "Sunday" section; on Wednesday the choices are "Food," "Home," or "Habitat."

Contra Costa Times (510) 935-2525
 circulation: 96,000; Sunday 108,00

	Half page	Quarter page	1/8 page
Daily	3,276	1,638	819
Sunday	3,602	1,801	900

Marin Independent Journal (415) 883-8600
 circulation: 44,700; Sunday 44,000

	Half page	Quarter page	1/8 page
Daily	1,612	800	400
Sunday	1,628	808	404

San Jose Mercury News (408) 920-5000
 circulation: 294,000; Sunday 384,000

	Half page	Quarter page	1/8 page
Daily	\$7,220	\$3,586	\$1,812
Sunday	8,291	4,097	2,081

San Mateo Times (415) 348-4321
 circulation: 43,600 Monday-Saturday

	Half page	Quarter page	1/8 page
Daily	2,047	1,040	520

Note: The San Mateo Times offers a special deal. If you rerun the same ad (with no changes) within 6 days, you'll receive a 50% discount. Also, they do have stand-by rates if you're willing to take the risk of not having the exact choice of day for your ad. This also offers substantial savings and seems very open to negotiation.

Oakland Tribune (510) 208-6300
 circulation: 102,000

	Half page	Quarter page	1/8 page
--	-----------	--------------	----------

Daily	2,969	1,485	742
Sunday	3,094	1,547	773

HISPANIC NEWSPAPERS

El Mensajero (415) 864-7612
circulation: 75,000 (weekly)

	Half page	Quarter page	1/8 page
All 3 zones	\$1179	\$598	\$290
Any 2 zones	925	457	221
Any 1 zone	612	311	150

The three zones are as follows: Contra Costa and Alameda; San Francisco and San Mateo; and Santa Clara.

El Mundo (510) 763-1120
circulation: 31,000 (weekly) in San Francisco and Oakland

	Half page	Quarter page	1/8 page
	1,699	850	425

Horizontes (415) 641-6051
circulation: 20,000 (weekly) in Alameda, Marin, San Mateo, San Francisco, Santa Clara, Contra Costa and Sonoma counties.

	Half page	Quarter page	1/8 page
	552	276	138

BAY AREA MEDIA RELATIONS OPPORTUNITIES

TELEVISION				
REGION	STATION	PROGRAM	TIME	NOTES
Alameda	KCRT-TV (Ch. 25)	"Bay Area Journal"	Mon, Tue, Thur, Fri 9 am and 5pm; Wed, Fri, Sat 7:30 pm	In-depth look at regional issues
Alameda	KCRT-TV (Ch. 25)	"News Reel"	Mon, Tue, Thur, Fri 10 am, 1 pm, 5:30 pm; Wed, Fri, Sat 7 pm	Regional news and issues
SF Bay Area	KRON-TV (Ch. 4)	"Bay Area Close-Up"	Segment during 6 pm news broadcast	Focuses on local people, organizations
SF Bay Area (Ethnic)	KTSF-TV (Ch. 26)	"The Asian Journal"	Sat. 6-6:30 am	Asian-American concerns
SF Bay Area (Ethnic)	KDTV-TV (Ch. 14)	"Al Dia"	M-Fri 8-8:30 am	All topics; Hispanic audience
SF Bay Area (Ethnic)	KDTV-TV (Ch. 14)	"Noticias 14"	M-Fri 6-6:30 am	News; Hispanic audience
SF Bay Area	KGO-TV (Ch. 7)	"Sunday on Seven"	Sunday 12-12:30 pm	Guests interviewed on location
SF Bay Area	Bay-TV	"Bay TV Morning"	M-F 6-8 am	News and features
Santa Clara	KNTV-TV (Ch. 11)	"Midday San Jose"	M-F 11:30-noon	Features gardening and household segments
Santa Clara	KNTV-TV (Ch. 11)	"Datebook"	Sunday 11:30-noon	Features non-profit organizations and current affairs
San Mateo	KPST-TV (Ch. 66)	"Face-to-Face With Sammy Yang"	Saturday 8:30-9 pm	News issues

BAY AREA MEDIA RELATIONS OPPORTUNITIES

RADIO				
REGION	STATION	PROGRAM	TIME	NOTES
Alameda/ Oakland	KEAR-FM	"Community Involvement"	M-F 3 am, 5 pm, and midnight	Public affairs; call-ins
Berkeley	KALX-FM	"One Earth"	Wed 9-9:30 am	Environmental
Berkeley	KPFA-FM/ KPFB-FM	"Pulse"	Mon-Fri 7-8 pm	Public affairs
SF Bay Area	KBLX-FM	"Bayview"	Sunday 5:30- 6pm	Community affairs
SF Bay Area	K101-FM	"K One-on- One"	Sun 6-7 pm and 11 pm-midnight	Public affairs
SF Bay Area	KITS-FM	"Earthbeat"	Sunday 6-6:30 am	Environmental
SF Bay Area	KITS-FM	"Green Hour"	Sunday 8-9 am	Environmental
SF Bay Area	KSOL-FM	"North Bay Today"	Sunday 10- midnight	Bay Area public affairs issues
Santa Clara	KUFX-FM	"Fox Forum"	Sunday 7-8 am	Service organizations
Santa Clara	KBAY-FM	"In the Public Interest"	Sunday 6-7 am	County issues
Santa Clara	KEZR-FM	"Sunday Morning Magazine"	Sunday 7-8 am	Community affairs

O'Rorke Public Relations & Advertising
512 Union Street, San Francisco, CA 94133
Phone (415) 986-1213
FAX (415) 986-1625



May 15, 1995

Ms. June Ouellette
Associate Producer
KQED-TV
2601 Mariposa Street
San Francisco, CA 94110

Dear Ms. Ouellette:

The California Environmental Protection Agency's Office of Environmental Health Hazard Assessment has advised pregnant women and children under 6 to limit their consumption of fish to one meal per month—that's approximately 8 oz. of fish for an adult, about 2 oz. for a 40 pound child.

I am writing on behalf of a coalition of public agencies, the Bay Area Stormwater Management Agencies Association (BASMAA), to propose a subject for a documentary special.

Our client, BASMAA, is currently planning a three-year public education campaign about the problem of water pollution in the Bay Area. The campaign's focus will be on water pollution that comes from homes and cars. This regional alliance includes San Francisco, Alameda, Santa Clara, Contra Costa, San Mateo and Marin counties. Therefore, it's an issue that impacts KQED's entire viewership.

The campaign will include television and radio advertising. However, we know that it takes more than commercials to bring about behavioral changes. In short, we need something that will serve as a call to action for the public. That's where KQED comes in: we feel that a documentary on the Bay Area's public television station will bring this issue to the forefront. The attached proposal outlines the extensiveness of the water pollution problem in this area and the need for action now. In the past, environmental groups have launched campaigns to call the public to action in an effort to stop water pollution, but none of them were able to sustain interest long enough to get results. We hope to change that with your help.

Water pollution is a national problem. We hope you will give the enclosed proposal due consideration.

Sincerely,

A handwritten signature in cursive script that reads "Julia Kowalsky".

Julia Kowalsky
Public Information Specialist

THE BAY AREA STORMWATER MANAGEMENT AGENCIES
ASSOCIATION
(BASMAA)
DOCUMENTARY PROPOSAL

The Problem: Troubled Waters Around the Bay

The Bay, the Delta, and Bay Area creeks, streams and groundwater sources are being seriously polluted by toxics coming from residences as well as businesses. Here are the facts:

- The California Environmental Protection Agency's Office of Environmental Health Hazard Assessment has issued an advisory which states that women who are pregnant or breastfeeding, and children under 6 should not eat more than one fish meal--that's approximately 8 oz. of fish for an adult, about 2 oz. for a 40 pound child--per month.
- According to the San Francisco Estuary Project, every year the average American family disposes of 21 pounds of household hazardous waste--about 50% of it is liquid.
- Urban runoff receives no treatment. Storm drains discharge directly to streams, creeks, or other waterways or directly to the Bay.
- According to the San Francisco Regional Water Quality Control Board, samples taken of urban runoff in storm drains, creeks and wetland areas are almost always toxic to fish or invertebrates in laboratory tests.
- In the Estuary area--which is a combination of the San Francisco Bay and the Delta--over 90 species of insects, amphibians, reptiles, birds and mammals are currently designated by federal and state governments as having declined sufficiently enough to warrant special protection or monitoring. Some of the most endangered species include: the California freshwater shrimp, the California clapper rail, and the Delta smelt.

When asked, many people believe that industry is solely to blame. But the fact is, much of Bay Area water pollution comes from home drains and storm drains. Examples include:

- Paints and solvents poured at curbs or in storm drains on the street.
- Every year Americans dump 120 million gallons of used oil--equal to eleven Exxon Valdez spills--on the ground, down storm drains and in the trash. In our area, this waste ends up in the Bay, the Ocean, the Delta, and surrounding creeks and rivers.
- Home gardeners use pesticides at 20 times the rate that farmers do. These pesticides overflow into street drains when watered.
- Toxic substances from homes, such as harsh cleansers, drain cleaners, and bleaches, which cannot be treated or filtered out in sewage treatment plants.

The Bay Area has over 2.4 million homes. With each home having the potential to add to water pollution, it is critical that residents fully understand the impact of their actions--if every person did one positive thing, then we'd see a real difference--and learn ways to prevent water pollution.

The Other Problem: Our Waters Don't Look Polluted

Because Bay Area water ways do not look polluted, it is difficult to generate and sustain public interest in water pollution. At the current rate of water pollution, it is vital that sustained actions be taken now to avoid the astronomical efforts and expense that will surely accompany delayed response to the problem. For example, Massachusetts' Boston Harbor was terribly polluted and most people thought that industry was the source of the problem. In reality, most of the pollution was coming from the 800,000 homes that were feeding into the harbor.

How Do Homes Pollute Bay Waters?

Bay Area sewer systems were designed to handle only waste materials and rain runoff, and cannot handle toxic materials. In all Bay Area cities except San Francisco, street sewer systems flow untreated directly into water sources (Bay, Delta, Creeks, etc.).

When residents directly pour paints, oil and other toxics into street drains the impact is enormous on fish and other waterlife. Indirect activities, such as spraying pesticides on lawns and then overwatering, also pollute our waters because the pesticides flow into the storm drains on the street corner and ultimately to the water source.

San Francisco has a combined (one-pipe) sewer system, so waste from homes (sinks, toilets, washers, etc.), businesses, and street drains flow through one system to a treatment plant before being disposed into the Bay or Ocean. San Francisco's treatment plants, however, were also designed to handle only human waste, so toxics cannot be completely removed before disposal in the Bay and Ocean.

As you can see, the subject is complex, which is why an extended documentary on the problem is necessary to gain full understanding and change in behavior.

Why Focus On Residents Rather Than Business?

The current BASMAA effort is focusing on home-based water pollution because businesses that use toxic products can be reached and monitored through a regulatory system. Also, once residents change their own direct and indirect actions at home, they are more likely to apply the same preventive practices at work. A KQED documentary format may want to consider covering the issue as it relates to small businesses like hair salons, photo processors, dentists, and auto mechanics.

It's a National Problem

Stormwater pollution is an acknowledged national problem. In 1987, the reauthorization of the Clean Water Act established a mandate for the management and regulation of urban runoff. Regulations require permits for the discharge of stormwater from urban municipalities (with populations greater than 100,000), which specify implementation of comprehensive urban runoff management plans to reduce pollutant loadings and to monitor for impacts.

Why a KQED Documentary Is Needed

It is difficult to change behaviors. While commercials and public service announcements can get a message out and effectively begin the process of public education, this complicated issue will require far more coverage to get results. People are often unaware of how these problems are caused or that there are solutions (alternative products, hazardous waste facilities, etc.). A documentary on a respected public television station like KQED

would make the problem of home-based water pollution real and the need for action compelling. A comprehensive broadcast special could give this important issue the attention it deserves.

What people do does have a direct impact on the environment--we can make that impact a positive one. If people begin to understand that toxics flow out to our waters untreated, that their everyday actions can be deadly to the aquatic environment, then perhaps they'll be willing to change their behavior. This documentary can go beyond just showing the effects of water pollution, it can offer tangible alternatives that will help change behavior.

Topics for the Documentary

- Show and discuss water pollution conditions in the Bay, Delta, creeks, streams, etc.
- Interview area experts (whom we can provide you access to) about the sources and effects of water pollution; they can also do demonstrations, point out polluted areas.
- Demonstrate dye poured into a storm drain immediately coming out in a lake.
- Cover health impact /warnings of eating fish.
- Discuss how resident activities such as painting, changing oil, gardening and housecleaning with toxic products effect Bay waters.
- Discuss prevention and alternatives.
- Discuss importance of using toxics products as directed, i.e. a typical home gardener uses 20 times more pesticides than a farmer would use.
- Demonstrate sewer systems.
- Show effects on the fishing industry, extinction, etc.
- Show that Household Hazardous Waste Facilities exist and how they work.

Who is BASMAA?

The Bay Area Stormwater Management Agencies Association (BASMAA) is a coalition of public agencies that have formed an alliance to prevent stormwater pollution in the Bay Area.

What is BASMAA Doing?

BASMAA is launching a three-year public education campaign on stormwater pollution. The agency also works with environmental and civic groups. In the past, public education campaigns about water pollution have been launched, but not sustained. By pooling their resources now, each county is committing to eradicate this problem in the most cost-effective and sweeping way possible: more can be done to educate the public through a region-wide campaign which will include radio and television advertising.

Conclusion

KQED has an opportunity to make a difference on many levels by moving ahead with this project: reducing pollution in Bay Area waters; helping the fishing industry; preserving aquatic life; and making seafood safe to consume again.