

EXHIBIT A Scope of Work

The scope of work for this project is to develop and implement a media relations campaign for the San Francisco Bay Area. The campaign should reflect the following goals and objectives:

- A To establish and develop long term relationships with regional media outlets in order to:
 - 1 generate more press calls to the appropriate agency when a water quality related issue becomes news, and;
 - 2 educate the media generally on the issues so when news breaks, or specific press campaigns are developed, the media will be more receptive to cover the issues.

- B To generate media coverage that will encourage individuals to adopt behavior changes which result in water pollution prevention and to:
 - 1 raise the public's awareness of water quality related issues, and;
 - 2 focus on specific behavior changes that will prevent water pollution.

The campaign must encompass the following areas within the San Francisco Bay: Alameda County, Contra Costa County, Marin County, Santa Clara County, San Mateo, City & County of San Francisco, Solano, Sonoma and Napa Counties.

The target audiences for this campaign includes: reporters, editors of major Bay Area print and electronic media, and the general public.

The target media outlets for this campaign include: those major print and electronic media outlets that reach the service area of BADA/BASMAA agencies (e.g., San Jose Mercury News, San Francisco Examiner and Chronicle, and other major print media; KTVU, KRON, KPIX, KNTV, KCBS, KGO, KQED; non-english speaking media outlets; on-line media, and; other major television and/or radio media outlets, as appropriate).

Building on BADA and BASMAA's 1999/00 media relations campaign, Consultant will develop and implement a media relations campaign that accomplishes Task A and B listed below.

General Administration

Task G1: Monthly Progress Reports

ORPR will write monthly progress reports. These reports will include an update on individual projects (such as specific pitches, responses to breaking news) as well as ORPR staff hours per project.

Task G2: Budget Tracking

ORPR staff will track the budget by time spent on specific pitches, large expenditures (production of additional Reference Guides or media training, for example), and miscellaneous expenses. This information will be included in ORPR's final report to BASMAA/BADA.

Task G3: Final Report

ORPR will submit a final report upon completion of the FY 00-01 contract year. This report will include an executive summary and recommendation, lists of all press coverage achieved, copies of coverage whenever possible and budget tracking.

Task A

Generate long-term relationships with regional media outlets and establish BADA/BASMAA representatives as information sources on water quality and pollution prevention issues. Activities in this task include the following:

Task A1: ORPR will plan and hire a subconsultant to conduct a media training to help prepare spokespeople for media interviews.

Task A2: In lieu of updating the Reference Guide for a third distribution to media, ORPR will work with the media relations committee to identify a viable reason to approach the editorial boards of the major dailies to ask for editorial board meetings. Editorial board meetings are a very effective way to establish a strong presence with highly influential members of the media. If a strong approach is identified, ORPR will develop a strategy for contacting the boards and will ultimately arrange the meetings.

Although the Reference Guide has served BASMAA/BADA well over the last two fiscal years, ORPR strongly believes this booklet has outlived its usefulness as a media tool at this point. Therefore ORPR recommends that the reference guide not be updated or reprinted during FY 00-01. The reality is that BASMAA/BADA are getting media coverage through the efforts of this campaign and that the best way to continue to foster media relationships is by having viable stories to pitch. For FY 00-01, ORPR recommends strategizing to pursue a series of editorial board meetings and also to focus a specific, concerted effort on the ethnic media (Task A2 and A3).

Task A3: In order to continue fostering strong relationships with the media, ORPR will pursue briefing sessions with ethnic and in-language media in the region. This segment of the media has not been explored to its fullest potential in these efforts and could offer an excellent opportunity for long-term relationships and placements now that the committee has identified foreign language spokespeople. ORPR will brainstorm with the committee on topics of interest to this special interest media.

Task A4: ORPR will call major media outlets in the region to explore greater use of email in media pitches.

Task A5: ORPR will draft thank you notes to reporters/editors/producer/public affairs directors whenever good coverage is received. These notes will serve to continue to remind key media about BASMAA/BADA.

Task B

Generate balanced regional media coverage aimed at promoting individual behavior changes leading to water pollution prevention. Activities in the task include the following:

Task B1: Develop a calendar of seasonal media pitches to act as signposts throughout the year. Pitches will include submitting PSA copy to radio stations as well as issuing press releases on the following topics:

- gardening (March)
- vehicle emissions timing (June)
- vehicle maintenance (November)
- household chemicals (May)

Task B2: TMDL pitches. ORPR will pitch issues and topics related to the development of TMDLs as requested by BASMAA and BADA and as the budget allows. Pitches may include letters to the editor, op-eds or actual pitches.

Task B3: IPM fact sheets/ article placement pitch. ORPR will place feature articles written from the IPM fact sheets.

Task B4: Respond to breaking news. ORPR will continue to work with the committee to scout breaking news story worthy of a response from BASMAA/BADA. Responses may include: letters to the editor, op-eds, or actual pitches.

Task B5: Explore opportunities to get a celebrity to record a series of PSAs to be distributed to Bay Area radio stations. Then, submit PSAs for placement.