

**BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION  
&  
BAY AREA CLEAN WATER AGENCIES**

**Regional Media Relations Campaign  
FY 01-02 Work Plan**

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 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 Area: 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 BASMAA/BACWA agencies (e.g. San Jose Mercury News, San Francisco Chronicle, and other major daily 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 BASMAA and BACWA's 2000-2001 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/BACWA.

**Task G3: Work plan**

ORPR will work with committee to develop annual work plan, including roster of planned media pitches.

#### Task G4: Final Report

ORPR will submit a final report upon completion of the FY 01-02 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 BASMAA/BACWA 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 and train spokespeople for media interviews, if needed. This may include training foreign language spokespeople.

Task A2: In order to continue fostering strong relationships with the media, ORPR will do another mailing to media personnel, which may include an introductory cover letter, an updated rolodex card (or use of the one developed in FY 99-00) and biographies on key spokespeople. This mailing would be used to call attention to BASMAA/BACWA's high-quality spokespeople and when they can be called upon for interviews.

Task A3: Explore possibility of conducting press event (e.g., boat tour, canoe trip, bus tour of the watershed, etc.) to educate media about watershed issues. Final decisions will be made after assessing media interest through exploratory phone calls.

Task A4: Include Sunset magazine and Bay Area Parent on the media list.

Task A5: Conduct training for local agencies on how to pitch community level media effectively (November).

Task A6: Establish guidelines for local agencies on how to use materials developed at the regional level (this information will also be covered in the training outlined in Task A5).

#### **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 appropriate for each topic, and/or issuing press releases:

- B.1.a. pest control operators consumer story on how to hire (October-November)
- B.2.b. burning wrapping paper (November-December)
- B.3.c. pesticides (Feb-March)
- B.5.d. litter (March-April)
- B.6.e. vehicle pitch on car washing (May-June)

When possible, information available to the public will also be posted on bacwa.org, in addition to continued promotion of 1-888-BAYWISE.

Task B2: Explore possibility of pitch on the ban of lindane (lice), perhaps targeting parents of school age children. This may include a pitch to Bay Area Parent magazine and/or a series of PSAs.

Task B3: Impervious surface pitch. Two-pronged pitch to include distribution of prepared article to home and garden editors as well as possible pitch to television consumer reporters highlighting new construction where impervious surfaces have been limited (March-April possibly).

Task B4: TMDLs. Work with BASMAA/BACWA committee on full pitch regarding TMDLs, including scheduling of editorial board meeting with major daily newspapers. Focus would be the ramifications of the signing of the Memorandum of Understanding, future plans and actions. This may also include ongoing pitches, such as BACWA's planned workshop on TMDLs.

Task B5: Mercury. Conduct pitch on Senate bill 633, consumer information, and tips on properly disposing of mercury containing products.

Task B6: Respond to breaking news. ORPR will continue to work with committee to scout breaking news stories worthy of a response from BASMAA/BACWA. Responses may include: letters to the editor, op-eds, or actual pitches.

Task B7: Explore the possibility of media partnerships with other organizations such as Caltrans, Keep California Beautiful, Bay Area Hazardous Waste Reduction Committee, and other Bay Area transit agencies. These partnerships would be used to conduct joint pitches on issues as BASMAA/BACWA have done with the Bay Area Air District in years past.

Task B8: Integrate vision, goals and messages of BACWA's outreach program and BASMAA's outreach activities (e.g., Regional Ad Campaign, IPM Committee) into pitches. ORPR will work with committee to look for appropriate opportunities to integrate larger agency messages into pitches throughout the year.

**BASMAA/BACWA MEDIA RELATION CAMPAIGN**  
**FY2001-02 Work Plan Timeline**

<b>TASK</b>	<b>START</b>	<b>Sept 01</b>	<b>Oct 01</b>	<b>Nov 2001</b>	<b>Dec 2001</b>	<b>Jan 2002</b>	<b>Feb 2002</b>	<b>Mar 2002</b>	<b>April 2002</b>	<b>May 2002</b>	<b>June 2002</b>	<b>July 2002</b>
G3. Develop Workplan	9/01											
A4. Add Sunset and BA Parent to media list	9/01											
B4. TMDL pitch	9/01 & follow up											
B5. Mercury pitch	9/01											
B1a. PCO consumer pitch	10/01											
B2. Lindane pitch	10/01											
B3. Impervious surface pitch	10/01 & 2/02											
A5. Conduct training for local agencies	11/13											
A6. Establish materials usage guidelines for local agencies	11/01											
B1b. Burning wrapping paper pitch	12/01											
A2. Media mailing	Jan 2002											
B1c. Pesticides media pitch	Feb 2002											
B1d. Litter pitch	March 2002											
B1e. Vehicle pitch on car washing	May 2002											
G1. Monthly progress reports	Ongoing											
G2. Budget tracking	Ongoing											
A1. Media training	TBD											
A3. Explore possibility of press event	Ongoing											
B6. Respond to breaking news	Ongoing											
B7. Pursue partnerships	Ongoing											
B8. Integrate BASMAA/BACWA activities	Ongoing											
G4. Prepare final report	July 31, 2002											