

BASMAA/BACWA REGIONAL MEDIA RELATIONS CAMPAIGN FY 02-03 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:

TASK A:

- Establish BACWA and BASMAA as media contact on water quality and pollution prevention issues:
- Generate more press calls to the appropriate agency when a water quality related issue becomes news.
- 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.

TASK B:

- Generate media coverage that will encourage individuals to adopt behavior changes which result in water pollution prevention and to:
- Raise the public's awareness of water quality related issues.
- 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 County, 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 2002-2003 media relations campaign, Consultant will develop and implement a media relations campaign that accomplishes the General Administration, Task A, and Task B items listed below. The timeline for completion of tasks is included in Appendix A.

General Administration

Task G1: Monthly Progress Reports. Consultant 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 Consultant staff hours per project.

Task G2: Budget Tracking. Consultant staff will track the budget by time spent on specific pitches, large expenditures (e.g., for purchase of thank-you gifts), and miscellaneous expenses. This information will be included in Consultant's final report to BASMAA/BACWA.

Task G3: Work Plan. Consultant will work with committee to develop annual work plan, including roster of planned media pitches.

Task G4: Final Report. Consultant will submit a final report upon completion of the FY 02-03 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: Survey Reporters. Survey reporters to assess their perceptions of BACWA and BASMAA.

Task A2: Send Thank You Gift. Mail gift and thank reporters, possibly after survey.

Task A3: Prepare Press Release for Local Programs. Provide one press release to programs for placement in local media along with a list of contact names. If this endeavor is successful, proceed in the future with distribution of 2-3 press releases based on appropriate topics.

Task A4: Archive of Past Materials. Start an archive of all past materials created and have available to order on a CD at end of the fiscal year.

Task A5: Media Mailer Follow-up. Conduct follow-up on media mailer and coordinate educational activities as appropriate.

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

Task B2: Mercury Ban. Conduct a pitch regarding the ban of mercury products, specifically thermometers. Target TV consumer reporters and newspapers.

Task B3: Lindane Pitch. Re-pitch the ban of lindane (lice), perhaps targeting parents of school-age children. This will include distribution of pre-written article to *Bay Area Parent* magazine and other newspaper outlets.

Task B4: Fats, Oil and Grease Pitch. A two-pronged pitch to include distribution of prepared pitch points to newspaper food reporters, and follow-up near Thanksgiving with either a press release or PSAs to raise awareness over the long holiday weekend.

Task B5: Pesticide Pitch. Respond to breaking news as it develops throughout FY 02-03 regarding pesticide bans, new products, etc.

Task B6: Mobile Cleaners Pitch. Conduct a targeted pitch to TV consumer reporters, newspapers regarding the effects on water and proper hiring practices.

Task B7: Respond to Breaking News. Consultant 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. Topics may include NPDES permit changes/new development requirements and impact on home owners, metal products/machinery (subject of EPA rulemaking), and other legislative changes.

Task B8: Litter Pitch. Explore the possibility of media partnerships with other organizations (e.g., Caltrans, Keep California Beautiful, Coastal Commission) to conduct joint litter pitch.

Task B9: Partnerships. Pursue partnerships with other organizations (e.g., Bay Area Air Quality Management District, Bay Area Hazardous Waste Reduction Committee, Bay Area smart growth agencies) to incorporate water messages other on-going media relations activities.

Task B10: Coordination w/BACWA. Integrate vision, goals and messages of BACWA's outreach program and BASMAA's outreach activities into pitches. Consultant will work with committee to look for appropriate opportunities to integrate larger agency messages into pitches throughout the year.

Task B11: Other Topics. The following additional topics may be addressed contingent on availability of additional funding:

- Public relations component of Regional Advertising Campaign/watershed education
- Clean Estuary Partnership/TMDLs (may include mercury, PCBs)

**Appendix A: BASMAA/BACWA Regional Media Relations Campaign
FY2002-03 Work Plan Timeline**

TASK	START 02-03	July 2002	Aug 2002	Sept 2002	Oct 2002	Nov 2002	Dec 2002	Jan 2003	Feb 2003	Mar 2003	April 2003	May 2003	June 2003	July 2003
G3. Work plan/calendar of pitches	July 02													
B2. Pitch on ban of mercury products	July 02													
B3. Re-distribute lindane article	Aug. 02													
A5. Media mailer follow up	Aug. 02													
B8. Litter pitch (w/partner)	Sept. 02													
A3. Distribute one press release and media contacts	TBD													
B4. Fats, oil, and grease pitch	Nov. 02													
A1. Survey reporters	Jan. 03													
A2. Send thank you gifts to select reporters	Mar. 03													
B6. Mobile cleaner pitch	April or May 03													
B5. Pesticides (breaking news)	TBD													
A3. Distribute one press release and media contacts to local programs	TBD													
B9. Partnerships for other pitches	TBD													
B11. Regional Ad Campaign/ Clean Estuary Partnership	TBD													
G4. Final report	July 03													
G1. Monthly progress reports	Ongoing													
G2. Budget tracking	Ongoing													
A4. Archive of press releases created in 02-03	Ongoing													
B7. Respond to breaking news	Ongoing													
B8. Pursue partnerships	Ongoing													
B10. Integrate BASMAA/ BACWA vision and larger goals into media relations efforts	Ongoing													