

**BASMAA/BACWA REGIONAL MEDIA RELATIONS CAMPAIGN
FY 03-04 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:Pitch Updates. Consultant will regularly update project manager and committee on the status of individual pitches both during meetings and via email as pitches are in process.

Task G2: Budget Tracking. Consultant staff will track the budget by time spent on specific pitches, large expenditures, 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: Follow-up Contact/Thank You Notes to Reporters. Conduct follow-up contact with reporters who cover BASMAA/BACWA stories regarding air or print dates and thank them as appropriate in order to maintain strong relationships.

Task A2: CEP Collaboration. Coordinate with CEP to integrate outreach efforts e.g., TMDL accomplishments, milestones, etc. into pitches throughout the year. Seek technical assistance in the development of media relations activities related to targeted TMDL pollutants.

Task A3: Seek Health Organization Partner for Media Pitch. Seek out health organization (such as a local Department of Public Health) to conduct a joint pitch on a topic that has a human health concern as well as a water quality concern (e.g. pesticides) in order to garner more media interest and coverage.

Task A4: Archive of FY 03-04 Materials. Continue adding FY 03-04 materials such as PSAs and press releases to existing archive.

Task A5: Update/Distribute Media Mailer. Two times during the year, launch email to key media contacts with updated background on spokespeople and contact information.

Task A6. Submit Materials for Posting on BACWA Website. Compile spokesperson background and contact information to be posted on website as well as archive of past media materials created for the campaign, and final reports. (NOTE: Completion of this task will depend on the feasibility of BACWA posting the materials.)

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 TMDL. Conduct a pitch targeting the creation/release of the mercury TMDL. May also include tie-in pitch about process/criteria used to establish the Mercury TMDL and other upcoming TMDLs for the region.

Task B3 Sediment/Impervious Surfaces. Conduct a pitch regarding new construction requirements in the region and how new regulations (and practices) reduce storm water pollution.

Task B4:Pesticides (pyrethrins). Conduct a pitch on safer alternatives to pesticides with a focus on pyrethrins as an emerging pollutant issue for the region.

Task B5:Copper. Conduct a pitch on copper with a specific focus on consumer products such as copper plumbing, root killers, and promote safer alternatives.

Task B6: First Rains. Conduct a targeted pitch during the first rains of the season about the high influx of pollutants when the first rains fall. This year, use the first rains of the season as an opportunity to specifically talk about the watershed concept and the interconnectedness of urban areas to local waterways. The pitch may direct media to good visuals such as creeks flooded with trash after the first heavy rainfall event.

Task B7: Swimming Pools/Spas. Conduct a targeted light, feature-oriented pitch to print Home/Garden sections and consumer reporters and the dos and don'ts of pool and spa maintenance with a focus on chlorine and copper as pollutants.

Task B8: Respond to Breaking News. Consultant will continue to work with committee to scout breaking news stories that require a response from BASMAA/BACWA. Particular attention will be given to flagrant, inappropriate and/or inaccurate reporting. Responses may include: letters to the editor, op-eds, or actual pitches.

Task B9: Reuse Public Service Announcements. Develop a calendar of 2-3 PSA pitches using previously developed materials. Topics may include: auto emissions, pesticides, car washing and burning gift wrap.

The following are alternate media pitches that may be conducted or substituted as agreed to by Committee if timing is critical or any of the above pitches do not come to fruition:

Task B9: PCBs. Conduct pitch regarding release of the PCB TMDL. This may include development of an op-ed or arranging editorial board meetings timed to the TMDL release.

