

**BASMAA/BACWA REGIONAL MEDIA RELATIONS CAMPAIGN
FY 04-05 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 2003-2004 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 04-05 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: Editorial Boards. Contact major local print outlets to secure editorial board meetings on a newsworthy topic, possibly TMDLs.

Task A3: Meteorologists. Work with local television meteorologists to develop relationships with BASMAA/BACWA and to integrate water pollution prevention messages into weather forecasts. (May also look to Envirocast to accomplish this.)

Task A4: Distribute Email Highlighting Individual Campaign Spokespeople. Four times during the year, launch email to key media contacts with updated background on the campaign's four major spokespeople and their contact information.

Task A6: Archive of FY 03-04 Materials. Continue adding FY 04-05 materials such as PSAs and press releases to existing archive.

Task A7. 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 and/or www.baywise.org.

Task B2: Household Hazardous Waste/Sink Pitch. Conduct a pitch regarding proper disposal of various household hazardous wastes, highlighting the fact that indoor drains are not safe places for certain chemicals, paints, etc. NOTE: The materials for this pitch were developed in FY 03-04.

Task B3: Trash: Joint pitch with BASMAA Advertising Campaign. Work with the BASMAA advertising campaign committee to coordinate a pitch based on the launch of the trash portion of their campaign.

Task B4: Basin Plan Amendment: Joint pitch with CEP. Conduct a pitch targeting the release of the mercury TMDL, and other upcoming TMDLs for the region.

Task B5: FOG. Conduct a targeted pitch on fats, oils, and grease as a wastewater pollution issue in early November in preparation for the Thanksgiving holiday.

Task B6: Joint Winter Pollution Pitch With Bay Area Air Quality Management District. Approach BAAQMD on joint winter pollution pitch with a focus on the air and water quality impact from driving during the winter or woodsmoke pollution.

Task B7: New development. Update last year's materials on new requirements for new development in the Bay Area. Pitch will highlight how guidelines have now become regulations and how these practices reduce storm water pollution.

Task B8: Pesticides. Conduct a pitch on the ever-expanding Our Water, Our World campaign, highlighting how Orchard Supply Hardware is taking the effort statewide and also releasing data to show the campaign's overall effectiveness at getting consumers to make safer choices.

Task B9: Mercury PSAs. Distribute either existing radio PSAs on mercury or new ones developed by the City of San Jose .

Task B10: 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.

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:

- Pharmaceuticals (Endocrine disruptors, personal care products, xenobiotics)
- Copper
- Tree Roots
- Note: Integrate Legacy Pollutants with appropriate pitches

Appendix A: BASMAA/BACWA Regional Media Relations Campaign

