

BASMAA/BACWA

REGIONAL MEDIA RELATIONS CAMPAIGN

FY 2005-06 WORKPLAN

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 experts and preferred media contacts 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 that 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 2004-2005 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 the annual work plan, including the roster of planned media pitches.

TASK G4

Final Report - Consultant will submit a final report upon completion of the FY 05-06 contract year. This report will include an executive summary and recommendations, 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

Position new image for BASMAA/BACWA - In all pitches, wherever possible, integrate secondary messages about the positive work of the agencies as environmental stewards. Highlight water pollution prevention and protection efforts as much as possible. This can also include an informational email sent to all media contact on the agencies' positive work track record, including: pollutant reductions, compliance histories and other examples of groundbreaking work in the region.

TASK A3

Op-ed pitch to position agencies' image - Develop an op-ed, positioning BASMAA/BACWA as the agencies protecting water quality and the health of the Bay. Work with BASMAA/BACWA executive directors to develop the piece and then pitch it for placement with daily newspapers.

TASK A4

Meteorologists - Continue to work with local television meteorologists to develop relationships with BASMAA/BACWA and to integrate water pollution prevention messages into weather forecasts. Using messages prepared in FY 04-05, contact meteorologists in September 2005 prior to the start of rainy season.

TASK A5

Archive of FY 05-06 Materials - Continue adding FY 05-06 materials, such as PSAs and press releases, to existing archive.

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 A7

Ongoing Media Survey – Conduct brief, informal “surveys” of media personnel during the normal course of work to ascertain updated information on how the agencies pitches and messages are being received and whether the agencies are considered to be credible sources of information on water quality issues. This information will be compiled and included in the FY05-06 final report.

TASK A8

Continued coordination with other key regional projects/campaigns – Continue to stay up-to-date on the work of BAPPG, OWOW, and the BASMAA advertising campaign in order to coordinate efforts and embark on joint projects where feasible.

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

Household Hazardous Waste - Conduct a pitch regarding proper use of HHW facilities, urging residents to gather all their hazardous waste for one efficient trip to the facility. This pitch will be geared toward Home and Garden reporters and timed to coincide with spring cleaning.

TASK B2

Joint pitch with BASMAA Advertising Campaign - Work with the BASMAA advertising campaign committee to coordinate a pitch based on the launch of the latest in their advertising efforts. Completion of this task will depend upon advertising campaign topic and timing.

TASK B3

Joint pitch with CEP - Conduct a pitch targeting the release of the TMDL on pesticides in urban creeks. Work may also extend to the continuing work on the mercury TMDL.

TASK B4

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 B5

Wrapping Paper--Don't Burn It. (Possible joint Winter Pollution Pitch With Bay Area Air Quality Management District.) Approach BAAQMD on joint winter pollution pitch with a focus on the pollution impact from burning holiday gift wrap.

TASK B6

Pharmaceuticals - Conduct pitch about the pollution impact of pharmaceuticals. Pitch will be timed to promote a series of pharmaceutical take-back events in the region.

TASK B7:

Pesticides - Conduct a pitch on the translation of Our Water, Our World campaign materials. This pitch will be focused on ethnic and foreign language media outlets.

TASK B8

Mercury - Conduct a pitch highlighting a new law taking effect in February 2006 which will prohibit disposing of fluorescent lightbulbs in the trash.

TASK B9

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 is an alternate media pitch topic 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: Trash

Appendix A

BASMAA/BACWA Regional Media Relations Campaign

FY 2005-06 WORK PLAN TIMELINE

MONTH	BEGIN WORK ON....
August 2005	A3: Op-ed pitch
September 2005	B3: Joint pitch with CEP A3: Meteorologists
October 2005	B3: Joint pitch with BASMAA advertising campaign.
November 2005	B4: FOG B5: Wrapping Paper--Don't burn it
December 2005	B7: Pesticides
January 2006	B8: Mercury
February 2006	B6: Pharmaceuticals
March 2006	B1: Household Hazardous Waste

NOTE: All General Administration tasks, all Task A items not listed above, and Task B9 are handled on an ongoing basis during the contract year.