FY 2006-2007

Regional Media Relations Campaign
Final Report

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION
BAY AREA CLEAN WATER AGENCIES

July 1, 2006 – June 30, 2007
FY 2006-2007 Regional Media Relations Campaign

Executive Summary

The two goals of the Bay Area Clean Water Agencies (BACWA) and the Bay Area Stormwater Management Agencies Association’s (BASMAA) media relations campaign are to: 1) firmly establish the agencies as media contacts on water quality and pollution prevention issues, and 2) generate media coverage that encourages individuals to adopt behavior changes to prevent water pollution. In FY 06-07, the campaign continued to achieve these goals.

The number of media placements were plentiful this year, with the most coverage resulting from a pitch on a series of mercury fever thermometer take back events. The campaign achieved a total of 37 media placements.

Media coverage was pursued on four planned pitches: pesticides; FOG (fats, oils and grease); mercury fever thermometer exchanges; and less-toxic lawn care. Additionally, media materials were developed for the following pitches: label reading PSAs (campaign was asked not to pursue at this time); announcement of new “Our Water Our World” ad campaign (pitch will be conducted early in FY 07-08 due to changes in the advertising campaign timing); and a pitch on EcoWise certified pest control operators (EcoWise has asked the campaign to hold off until early in FY 07-08 when more businesses will be certified and the program is ready for media attention). The campaign was also bolstered this year by taking the opportunity to gain attention for recycled water in the Bay Area by securing an editorial board meeting with the San Francisco Chronicle in May. Placement highlights include a major story in the Fairfield Daily Republic on FOG; an upsurge in on line placements; and coverage during the top-rated “Mornings with Sarah and No Name” on KLLC-FM (Alice Radio). Another important highlight was the placement of 3 different letters to the editor in response to breaking news this year.

Maintaining good media relationships continued this year, particularly with home and garden section editors. The campaign broke new ground with an editorial board meeting at the San Francisco Chronicle on recycled water. Although this meeting did not directly result in an editorial or other coverage, the media contractor believes this is an important in-road to generating media interest on recycled water and opening the door to more editorial board meetings at other papers in the region.

Overall, 37 calendar listings, articles, broadcast and on line stories were covered by the media in FY 06-07, including 2 print articles, 15 radio stories, 14 web stories and 6 letters to the editor placements (including hard copy and web placements). There were no wire stories or television coverage this year. Public Service Announcements were pursued as well this year and resulted in 6 placements overall. (See Appendix A, Press Report.)

O’Rorke estimates the value of the coverage was achieved in FY06-07 to be $69,200 if placements are viewed in comparison to the cost of advertising with these media outlets. This figure is slightly down from FY05-06. O’Rorke believes this figure would have been even higher
if coverage could have been pursued for the EcoWise pest control operators pitch, the Our Water Our World branding campaign, and the recycled water workshop. The total value of this year's coverage represents a decrease from last year, but the actual number of placements is comparable. (See Appendix E, Figure 2). The decrease in value is directly attributable to two factors: the lack of television coverage because the television-oriented pitches were delayed due to timing considerations outside the control of this campaign; and, efforts put into strategizing in regards to the agencies’ image and recycled water that was not designed to result in immediate placements, but to build a base for story interest and placements in the future.

As Appendix E, Figure 3 illustrates, the agencies that contributed funding to the campaign received a tremendous return on their investment. The seven BASMAA members contributed an average of $3,500. The five BACWA principal agencies contributed an average of $5,000. Given the total value of coverage received in FY00607 was $69,200, each BASMAA member received approximately $19.00 worth of coverage for every dollar invested in the campaign and each BACWA principal received $14.00 worth of coverage for every dollar invested. The return was even greater for BACWA’s associate members who invested fewer resources to the campaign than BACWA principals.

What follows are recommendations for FY07-08 and a complete report on the accomplishments for the major tasks as outlined in the FY 06-07 scope of work. Appendices include: Press Reports (Appendix A), Budget by Project (Appendix B), Print Articles (Appendix C), Circulation Information for Media Outlets (Appendix D), Comparison of FY04-05, FY05-06, and FY06-07 Media Placements (Appendix E, Figure 1), Comparison of Estimated Media Value (Appendix E, Figure 2), Comparison of Agency Contributions to Value of Media Coverage (Appendix E, Figure 3).
Recommendations for FY 2007-08

Recommendations for FY07-08 include the following:

- Continue to strategize with the executive directors of BACWA and BASMAA to find ways to highlight the agencies’ image as environmental professionals by including themes and messages in pitches that highlight the agencies’ accomplishments in protecting water quality.
- Maintain a strong presence with key reporters and media personnel; continue to pitch good quality stories on a regular basis.
- Continue to pursue coverage on recycled water as an emerging topic of interest in the region; help to steer the coverage on this story by promoting expert spokespeople and the agencies’ point of view on the topic. Plan to pitch the fall 2008 rescheduled recycled water workshop.
- Continue to pursue editorial board meetings as appropriate.
- Utilize a calendar of seasonal pitches that will serve as signposts throughout the campaign year.
- Ensure that the roster of pitches planned for FY 07-08 include a range from lighter, feature stories to those with more news potential for greater placement success.
- Evaluate campaign success by comparing number of placements and monetary value of media coverage garnered in FY07-08 to media coverage attained in previous years.
- Determine alternate pitch ideas in the FY07-08 workplan to allow agencies to maximize campaign resources even if some planned pitches do not come to fruition, as pitch attrition seems to be a repeated predicament for the campaign.

Task A Accomplishments

Generate long-term relationships with regional media outlets and establish BASMAA/BACWA representatives as information sources on water quality and pollution prevention issues.

Building and maintaining relationships with the media continued in FY 06-07. Relationships advanced in two ways: media relationships were enhanced through the consistent, ongoing presence of the agencies and as a result of the quality of the stories pitched.

In part, media success is a numbers game. A basic fact holds true: the more pitches conducted over time increases the likelihood of more quality media coverage. Media success is also based on the variety of stories pitched. Going to the same beat reporters with great frequency can sometimes hurt a campaign, so the goal for this project has been to conduct a variety of pitches aimed at different media audiences—some to environmental reporters, others to home section editors, others to consumer reporters, to name a few.

To further enhance media relationships, the media contractor specifically sought out other avenues for pitching, including pursuing calendar listings and reaching out to FM radio morning shows.

Additionally, as appropriate, thank-you emails were prepared and/or reporters were called or emailed when stories were placed to foster good long-term relationships on behalf of
BASMAA/BACWA. For example, follow-up contact was made with the San Francisco Chronicle editorial page editor after the board meeting in May; the media contractor placed thank you calls to radio stations that carried the mercury thermometer story.

**Task A Recommendations:**

- Insert the agencies’ overall message of their exceptionally positive work regarding pollution prevention into all media materials, including emails and press releases, as appropriate.
- Pitch quality stories on a regular basis to maintain a strong presence with key reporters and media personnel.
- Continue to utilize the BACWA and BAYWISE websites as places to post background and contact information on the agencies’ key media spokespeople for easy access by media personnel as needed.
- Keep interested media personnel updated on progress of recycled water issues and projects as appropriate to further likelihood of future coverage.

**Task B Accomplishments**

Generate balanced regional media coverage aimed at promoting individual behavior changes leading to water pollution prevention.

In FY06-07, nine media pitches were included in the workplan. Ultimately, four were pursued for coverage: pesticides, mercury fever thermometer exchanges, lawn PSAs and FOG. A summary of the coverage attained follows below.

Because this is a regional campaign, one goal is to ensure that the coverage garnered is truly Bay Area-wide. This goal was attained, as the campaign received coverage in the San Jose Mercury News online, Fairfield Daily Republic, KLLC-FM, KCBS-AM, KLIB-AM, KBLX-FM. Additionally, letters to the editor ran in the San Francisco Chronicle, the Oakland Tribune and the Contra Costa Times.

**Pesticides**

There were a few pesticide pitches on the roster for this year. Two—EcoWise PCOs and the “Our Water Our World” branding campaign—have been moved until early FY 07-08 because of timing issues. The materials for these campaigns were developed this year. We also pursued a DPR pyrethroids evaluation pitch, but did not get coverage because the state pitched it early and thus received independent coverage. We had one successful Letter to the Editor placed in the San Jose Mercury News responding to a prior letter on pesticide issues.

**Fats, Oils and Grease (FOG)**

A press release was developed and distributed for the holiday season. Although there were many holiday related stories being pitched and a bigger lead time would have helped this effort, this pitch resulted in a home section cover story in the Fairfield Daily Republic and excellent regional radio coverage on KGO-AM, KCBS-AM, KLIB-AM, and KSFO-AM. The stories included proper disposal information and quotes and/or interviews from spokesperson, Phil Bobel. A total of sixteen placements were achieved from this pitch.
Lawn Care PSAs
This pitch was scaled down to be focused on lawn care issues exclusively when it was determined that a “read labels” message would be too complicated for PSAs. The revised strategy became to craft lawn PSAs that listeners to could easily access more information regarding less toxic lawn care. The pitch was timed to replace other “on hold” pitches and resulted in 3 placements so far. The media contractor expects to place more of these PSAs in early FY 07-08 and those results will be in next year’s final report.

Mercury Fever Thermometer Exchanges
The committee wanted to pursue another regional effort this year similar to the pharmaceutical take-back events of FY 05-06. Because mercury fever thermometer exchanges are not as new an innovative as pharmaceutical take backs were, the media contractor’s strategy was to focus efforts on calendar listing placements and FM radio mentions. The result was phenomenal—seventeen placements.

Breaking News Response
The media contractor conducts daily news monitoring, seeking out opportunities for breaking news responses. This year, both the media contractor and committee members identified a few opportunities for news responses, such as letters to the editor. In all, 4 letters were written and 3 letters were placed, resulting in a total of 6 placements (3 online and in 3 print).

Value of PSAs Placed in FY 06-07
PSA coverage was pursued in FY06-07. These efforts resulted in 6 placements valued at $4,200.

Value of Media Placements in FY 06-07
Although there is no clear-cut way to assign monetary value to media coverage, the value of print articles and broadcast stories (collectively referred to as media placements) garnered can be derived by reviewing all media placements and assigning a fair market value cost to them if they had been purchased as advertising time or space. For example, peak drive-time rates on KCBS are about $1,200, and these can go up during the busy 4th quarter of the year or when inventory is tight. The typical news story will air on KCBS at least 12 times in one day, with most of those placements falling during peak drive-time hours. Thirty-second ads in evening news programs can cost as much as $2,000 each; however on foreign language stations, prices can be as low as $300. Additionally, O’Rorke sought out estimates on the value of tie-in internet coverage from media salespeople and those were included in the valuation. For calendar listings, typical classified rates were used. Note: wire service stories and letters to the editor were not factored into this value estimate because there are no advertising comparisons to be made for these venues. However, these placements are still valuable to the campaign. Based on this methodology, the value of the media garnered by the campaign in FY 06-07 is estimated at $65,000.

While media relations does not offer the guaranteed placements that advertising does, press coverage brings a special value to an effort that is hard to quantify. The credibility provided by a media outlet, a specific reporter or anchorperson to a story really elevates the quality of media coverage. People often naturally trust something they see on the evening news or read on page one of the San Francisco Chronicle or San Jose Mercury News. Today’s consumers are also savvy to advertising and marketing practices aimed at getting them to buy products. For this
reason, consumers increasingly view paid ads with skepticism. Media coverage helps to avoid this kind of negativity.

An analysis of the past three years of the campaign was also conducted in order to take a critical look at media placements achieved and estimated coverage value over time. Although FY06-07 showed a slight decrease over the previous year in value of placements, number of overall placements was comparable to FY 05-06. This can be explained by the fact that this year’s placements included letters to the editor (for which no comparable advertising value can be determined) but did include ample radio coverage.

**Total Value of Media Placements and PSAs in FY 06-07: $69,200**

**Task B Recommendations:**

- Work closely with the executive directors to craft a pitch strategy to highlight the good work of BASMAA/BACWA in order to set the stage for putting forth the overriding message that the agencies are “environmental good guys.”
- Focus concerted pitches toward ethnic audiences through the use of ethnic media and bilingual spokespeople, as appropriate.
- Continue to include a breaking news component as part of media pitches to allow the campaign flexibility in responding to news events as they occur. Continue to conduct news monitoring toward this end.
- Identify opportunities to collaborate on media pitches with other partners. BASMAA/BACWA’s ongoing collaborations with the BAAQMD and the RWQCB have proved successful in generating media coverage over the years.
- Include a variety of topics in the FY 07-08 workplan to ensure maximum media interest and placements. The topics should include a range from lighter, feature-oriented stories (fats, oil and grease) to more news-oriented topics (such as TMDLs).
- Work with the committee to ensure, as much as possible, that pitches can be conducted with ample lead time. This is especially true of pitches aimed at environmental writers and feature section writers and editors at the daily newspapers.
- Pursue the EcoWise PCO and OWOW pitches in FY 07-08 with materials developed in FY 06-07.
## APPENDIX A: Press Reports

<table>
<thead>
<tr>
<th>Pitch</th>
<th>Print</th>
<th>Radio</th>
<th>Web (on line)</th>
<th>Overall Placement</th>
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</table>
| **Pesticides**  
August 2006 | *San Jose Mercury News*  
8/9/2006 "Action Line: Residential pesticides pollute our waterways" | KGO AM  
Interview (Phil Bobel)  
11/10/2006 (6X)  
KGO AM  
PSA-style announcements starting 12/4  
KCBS AM  
Interview (Phil Bobel)  
11/23/2007 (5X)  
KLIV AM interview  
KSFO AM  
PSA-style announcements starting 12/4 | *San Jose Mercury News*  
11/30/06 “Think Before You Throw it Down the Drain” | 1 |
| **FOG**  
November 2006 | *Fairfield Daily Republic*  
12/3/06 "Dieting Goes Down the Drain" | | 16 |
| **Letters to the Editor** | *San Francisco Chronicle*  
“Toward Cleaner Water”  
Chuck Weir  
12/23/2006  
*Contra Costa Times*  
“Keep Litter out of Storm Drains”  
Geoff Brosseau  
3/30/2007  
*Oakland Tribune*  
“Support Bill To Ensure…”  
Melody LaBella  
5/17/2007 | *San Francisco Chronicle*  
“Toward Cleaner Water”  
Chuck Weir  
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Geoff Brosseau  
3/30/2007  
*Oakland Tribune*  
“Support Bill To Ensure…”  
Melody LaBella  
5/17/2007 | 6 |
| **Mercury Fever Thermometer Exchange**  
April 2007 | | KLLC FM  
On air mention  
KBLX FM  
Air PSAs | *San Jose Mercury News* (on line) City of Sunnyvale  
April-Ongoing  
*San Jose Mercury News* (on line) City of Palo Alto  
April-Ongoing | 17 |
<table>
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<th>San Jose Mercury News (on line) WVSD</th>
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<td>San Jose Mercury News (on line) City of Sunnyvale</td>
<td>April-Ongoing</td>
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<tr>
<td>KPOO FM Air PSAs</td>
<td>Tri Valley Herald (on line) City of Sunnyvale</td>
<td>4/18/2007</td>
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<td>SF Gate (on line) City of Millbrae</td>
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<td>KBLX FM PSA on line</td>
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| 3 |
## APPENDIX B: Budget by Project

<table>
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<tr>
<th>Tasks</th>
<th>Amount Spent</th>
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<tr>
<td>ORPR Services Designated Pitches</td>
<td>$17,200</td>
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<tr>
<td>ORPR Services Responses to Breaking News</td>
<td>$4,313</td>
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</tbody>
</table>

**Total Amount Spent**  
$27,013 (as of 6/30)

**Total Budget**  
$37,000*

**Total Remaining**  
$9,987*

*Note that O’Rorke’s contract goes through July 31st, so the final amount spent and surplus will differ from what is reported here as of June 30th.
APPENDIX C: Print and Online Coverage

San Jose Mercury News (California)
Distributed by McClatchy-Tribune News Service
August 8, 2006 Tuesday

San Jose Mercury News, Calif., Dennis Rockstroh column:
Action Line: **Residential pesticides pollute our waterways**

**BYLINE:** Dennis Rockstroh, San Jose Mercury News, Calif.

**SECTION:** STATE AND REGIONAL NEWS

Aug. 8--Q Thank you for your well-informed recent response (Action Line, July 21) to Kenneth of Sunnyvale, who rightfully had concerns about pesticides being sprayed in and around his home. Many are unaware that residential pesticides are the No. 1 source of pesticides to our local creeks and bay and that the health of fish and other wildlife in our local creeks is threatened by these pesticides. Bay Area Stormwater Management Agencies Association and the Bay Area Clean Water Agencies are working on trying to reduce the impact of pesticides on Bay Area waterways. Here are some key points for your readers: Check out www.ourwaterourworld.org, which provides one-stop shopping for information on ways to manage pests by using less toxic pesticides and in many cases without using pesticides at all. The "Growing a Healthy Garden to Manage Pests Naturally" fact sheet specifically addresses some of the reader's concerns related to exterminating beneficial insects. One easy way to deal with pests is to bring in good bugs. Parasitic nematodes, ladybugs, praying mantis, predatory mites, pined solder beetles and trichogramma wasps are just a few of the helpful insects that keep garden pests in control. Beneficial insects can be introduced into areas, or attracted to an area, by planting specific plants. As your reader correctly pointed out, gardeners should keep in mind that applying insecticides will kill not only the undesired pest but the beneficial insects as well. If professional help is really required, seek out a pest control operator who uses integrated pest management (IPM) techniques. These professionals use the least toxic means of solving pest problems. To find a pest control operator who uses IPM strategies, go to www.birc.org/ipc.htm or check out the "Finding a Company that can Prevent Pest Problems" fact sheet at www.ourwaterourworld.org. Geoff Brosseau, executive director, Bay Area Stormwater Management Agencies Association Oakland.
Think Before You Throw It Down the Drain

By Carolyn Jung  
Thursday, November 30th, 2006 at 12:20 pm in General, News.

This time of year, with all the holiday cooking and entertaining, keeps plumbers very busy.

That's because so many of us _ intentionally or inadvertently _ throw things down the drain that really shouldn't be finding their way into our kitchen pipes.

Here are a few tips from the Bay Area Clean Water Agencies for properly disposing of fats and grease:

* Do not put fats, oil, grease, butter, lard, shortening, or greasy foods down the garbage disposal or drain.

* For greasy pans that need to be soaked, first pour off the grease into a container as mentioned above. Then place a paper towel over the drain basket to catch grease and food particles as you pour the soaking water down the drain.

* For large quantities of cooking oil and other fats (such as from deep fryers), call your local household hazardous waste collection facility or sewage treatment plant for guidance on disposal.

* Mix cooking oil with an absorbent material such as cat litter or coffee grounds, place it in a lidded container and dispose of it in a trash receptacle.

* Freeze small amounts of fats and grease in a container with a tight-sealing lid and dispose of it in a trash receptacle.

Here is a complete list of facilities in the Bay Area that accept grease and household hazardous waste.
Get rid of unwanted fat this holiday season

Grease builds up in pipes, causing messy blockages

By Ann Chou | Worker's Advocate

Safeguarding the San francisco water supply is an ongoing concern, says the office of the public works director. Among the concerns is the buildup of grease in pipes that can cause problems for your sewer system.

What happens is pretty simple: fats, oils, and grease build up in pipes and cause clogging problems which can cause sewer backups and flooding. All fats, oils, and grease do is clog up your pipes and drain systems.

What's the problem? Grease builds up in your pipes.

As a result, grease-related clogs cause problems in sewers on a regular basis. During the holiday season, even more of these clogs occur. The holiday season is a time when people are more likely to use grease, and the clogs increase.

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What's the problem? Grease builds up in your pipes.
LETTERS TO THE EDITOR
Saturday, December 23, 2006

Toward cleaner water
Editor -- We at the Bay Area Clean Water Agencies applaud the EPA's recent decision regarding nanoparticles and the environment.

The Clean Water Agencies want to make sure that the public understands why this recent ruling is so significant. Although there was press coverage of the story, many people may not fully understand the implications nanotechnology could have on the environment. For example, silver, which can be released into the environment by many products, including the Samsung Silver Wash washing machine highlighted in recent press coverage, is highly toxic to aquatic life at low concentrations. Silver can also bioaccumulate in some aquatic organisms, such as clams.

The EPA's decision to regulate these products as pesticides is the right decision for the environment. Too many times, we have seen new pesticides and other products allowed to do significant damage before regulatory action has been taken. For publicly owned facilities that treat wastewater before it is discharged into local waterways, this is an issue of utmost importance. We are particularly concerned about the plethora of new household products that use pesticides for general antimicrobial purposes. In the case of the Samsung Silver Wash washing machine, allowing unrestricted usage of a product that intentionally releases silver into the environment is simply irresponsible.

The EPA's most recent decision on nanotechnology is just the kind of proactive, forward-thinking approach that is necessary to protect the environment.

CHUCK WEIR
Bay Area Clean Water Agencies
Oakland
Contra Costa Times

March 30, 2007 Friday

Keep litter out of storm drains

It's high time all Bay Area residents got serious about not littering. Storm drains don't litter, people do.

Unlike other Bay pollutants such as mercury -- most of which was flushed into the Bay in the 1800s when it was used in hydraulic mining of the Sierra foothills -- litter is preventable.

Bay Area stormwater agencies have been working hard to combat this problem and we expect to do even more in the future: reviewing and beefing up our anti-littering laws and enforcement, providing more trash receptacles, looking for and removing trash from areas where a lot of it collects, sponsoring creek cleanups, and educating the public.

The truth is a multi-hundred-million dollar bond measure would not be necessary if more people didn't treat Bay Area streets and sidewalks like one big trash can.

Geoff Brosseau

Executive director

Bay Area Stormwater

Management Agencies

Association
OAKLAND TRIBUNE

Support bill to ensure proper disposal of prescription drugs

Article Last Updated: 05/17/2007 04:18:52 AM PDT

ONCE AGAIN, local Bay Area government agencies are leading the way to protect the Bay and other local waters — and being recognized for these efforts by the U.S. Environmental Protection Agency.

Recently, at the EPA's office in San Francisco, the Bay Area Pollution Prevention Group's Safe Medicine Disposal Days received an EPA Environmental Award for significant contributions to the environment.

Last May, we helped to organize a series of more than 39 events around the region to collect over-the-counter and prescription pharmaceuticals for safe disposal.

During the course of just one week when these events were held, more than 3,500 pounds of pharmaceuticals were collected. That's thousands of pounds of medicine that were not flushed down a toilet or disposed of via an indoor sink and will therefore never get a chance to pollute local waters.

This special collection effort was extremely forward-thinking as the impact of prescription drugs in wastewater is beginning to be studied and early findings elsewhere in the country show cause for concern.

The long-term reality is that Bay Area residents need an ongoing way to safely dispose of pharmaceuticals.

We urge all residents and members of the senate to support SB966, a bill which would help ensure proper disposal of prescription pharmaceutical drugs by requiring every retailer of pharmaceutical drugs to have a system in place for the acceptance and collection of pharmaceutical drugs.

Melody LaBella

Chair, Bay Area Pollution Prevention Group
San Jose Mercury News

Mercury Fever Thermometer Exchange
City of Sunnyvale Mercury Fever Thermometer Exchange For more information call 1-888-BAYWISE or go to www.baywise.info
4/20/2007
Friday
10:00 am to 2:00 pm
SUNNYVALE COMMUNITY CENTER
Sunnyvale CA

Mercury Fever Thermometer Exchange
City of Palo Alto Mercury Fever Thermometer Exchange For more information call 1-888-BAYWISE or go to www.baywise.info
4/30/2007
Monday
8:00 am to 4:30 pm
Regional Water Quality Control Plant
Palo Alto CA

Mercury Fever Thermometer Exchange
West Valley Sanitation District Mercury Fever Thermometer Exchange For more information call 1-888-BAYWISE or go to www.baywise.info
4/28/2007
Saturday
10:00 am to 2:00 pm
West Valley Sanitation District
Saratoga CA

Mercury Fever Thermometer Exchange
City of San Jose Mercury Fever Thermometer Exchange For more information call 1-888-BAYWISE or go to www.baywise.info
5/16/2007
Wednesday
10:00 am to 2:00 pm
Willows Senior Center
San Jose CA
BTW...they didn't let me post ongoing, ongoing Monday-Friday or two time periods same day.
**Tri Valley Herald**

**Take time for the planet this Earth Day**  
Article Launched: 04/18/2007 07:30:13 AM PDT  
Millbrae

Help clean up litter at Lion's Park (on Tioga Drive and Richmond Drive) on Saturday from 8 a.m. to noon. Then visit the Millbrae Community Center (477 Lincoln Circle) at 4 p.m. for an Earth Day Fair with kids’ games, gardening demos. Bring a mercury thermometer and exchange it for a free digital one. (650) 259-2339.

**SFGate.com**

**EVENTS THIS WEEKEND**  
Saturday, April 21, 2007

Earth Day Park Cleanup and Fair -- Help remove litter and beautify landscaping, then enjoy family activities, gardening demonstrations and entertainment. Exchange your mercury thermometer for a digital one. Cleanup 8 a.m.-noon, Lion's Park, Tioga Dr. and Richmond Dr., Millbrae. Fair noon-4 p.m., 477 Lincoln Circle. Millbrae. (650) 259-2339.  
[www.ci.millbrae.ca.us](http://www.ci.millbrae.ca.us).

**Contra Costa Times**

Article Launched:04/18/2007 03:10:21 AM PDT  

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

Article Launched: 04/25/2007 06:38:42 AM PDT

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431

Article Launched:04/26/2007 03:06:05 AM PDT
Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

Article Launched:05/02/2007 03:08:29 AM PDT

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

Article Launched:05/03/2007 03:08:11 AM PDT

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

Article Launched:05/04/2007 03:10:08 AM PDT

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

Article Launched:05/09/2007 03:08:10 AM PDT

Mercury Fever Thermometer Exchange -- 9 a.m.-4 p.m. Tuesdays through Saturdays. Contra Costa Sanitation District, 4797 Imhoff Place, Martinez. Appointments: 800-646-1431.

KBLX Public Service

KBLX has served the Bay Area for over 25 years and our commitment to community service is unwavering. By providing on-air time for Public Service Announcements daily, we offer nonprofit organizations an opportunity not only to reach the people they serve, but to reach the people who would like to help. We also produce our popular community affairs program, Bayview.

Please follow the guidelines below if you would like to submit your Public Service Announcement for consideration or if you would like to submit your nonprofit organization for a guest slot on Bayview.

KBLX PSA Guidelines: SHOW / HIDE
Non-profit Guest Slot on Bayview Guidelines: SHOW / HIDE
Announcements

Trade in your old mercury fever thermometer for a new digital one for free. Fever thermometer exchanges are happening all over the Bay Area, through May 15th. Call 1-88-BAYWISE (229-9473) or go to www.baywise.info for an exchange location near you.
Our Water Our World

Lawns don’t need pesticides and herbicides to have curb appeal. Make them safer for people and pets. To find out how you can keep your grass greener, safely go to www.ourwaterourworld.org
# APPENDIX D: Circulation & Average Audience Size Information

## Radio

Average daily audience sizes for the following Bay Area radio stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Average Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCBS-AM</td>
<td>901,000</td>
</tr>
<tr>
<td>KQED-FM</td>
<td>598,000</td>
</tr>
<tr>
<td>KSRO-AM</td>
<td>36,000</td>
</tr>
</tbody>
</table>

## Print

Average circulation for the following Bay Area newspapers:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Average Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda Times Star</td>
<td>7,300</td>
</tr>
<tr>
<td>The Argus</td>
<td>31,873</td>
</tr>
<tr>
<td>Daily Review</td>
<td>37,000</td>
</tr>
<tr>
<td>Fairfield Daily Republic</td>
<td>21,465</td>
</tr>
<tr>
<td>Marin Independent Journal</td>
<td>40,267</td>
</tr>
<tr>
<td>Oakland Tribune</td>
<td>67,308</td>
</tr>
<tr>
<td>San Francisco Chronicle</td>
<td>527,466</td>
</tr>
<tr>
<td>San Jose Mercury News</td>
<td>283,757</td>
</tr>
<tr>
<td>San Mateo County Times</td>
<td>34,331</td>
</tr>
<tr>
<td>Tri-Valley Herald</td>
<td>33,535</td>
</tr>
</tbody>
</table>

## Internet

Average page views per month for the following websites:

<table>
<thead>
<tr>
<th>Website</th>
<th>Average Page Views per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda Times Star</td>
<td>149,000 page views per month</td>
</tr>
<tr>
<td>The Argus</td>
<td>253,000 page views per month</td>
</tr>
<tr>
<td>Daily Review</td>
<td>180,000 page views per month</td>
</tr>
<tr>
<td>KCBS-AM</td>
<td>3 Million page views per month</td>
</tr>
<tr>
<td>Oakland Tribune</td>
<td>1,494,000 Million page view per month</td>
</tr>
<tr>
<td>San Francisco Chronicle</td>
<td>64 Million page views per month</td>
</tr>
<tr>
<td>San Mateo County Times</td>
<td>277,000 page views per month</td>
</tr>
<tr>
<td>Tri Valley Herald</td>
<td>216,000 page views per month</td>
</tr>
</tbody>
</table>
Figure 1: Comparison of Media Placements

- Safe Medicine Disposal
- Pesticides
- Burning Wrapping Paper
- Household Chemicals
- TMDLs
- FOG
- Mercury
- Lawn
- Breaking News Response
- Total Coverage

*Regional Monitoring Program*
Figure 2. Estimated Dollar Value of Media Coverage

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Dollar Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2005</td>
<td>78,250</td>
</tr>
<tr>
<td>2005-2006</td>
<td>93,950</td>
</tr>
<tr>
<td>2006-2007</td>
<td>69,200</td>
</tr>
</tbody>
</table>
BASMAA members received approximately $19.00 of coverage for every dollar invested.

BACWA members received approximately $14.00 of coverage for every dollar invested.