

BASMAA/BACWA

REGIONAL MEDIA RELATIONS CAMPAIGN

FY 2006-07 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 2005-2006 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 06-07 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 G5

Promotion of Existing Resources- Whenever possible, consultant will promote existing sources of information—such as websites within the wastewater and stormwater pollution prevention communities—in our press materials. Particular focus will be given to promoting sites with information geared toward the general public/consumer.

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 to Reporters as Appropriate - 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

Archive of FY 06-07 Materials - Continue adding FY 06-07 materials, such as PSAs and press releases, to existing archive.

TASK A4

Submit Materials for Posting on BACWA and/or BAYWISE Website - Compile spokesperson background and contact information to be posted on BACWA 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.) Continue to use BAYWISE website as appropriate for posting of timely media materials.

TASK A5

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 FY06-07 final report.

TASK A6

Continued coordination with other key regional projects/campaigns – Continue to stay up-to-date on the work of BAPPG, OWOW, the BASMAA advertising campaign and the statewide Don't Trash California 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

Mercury - Conduct a pitch (or 2 pitches) regarding regional thermometer take-back events and perhaps tie in to universal waste law. A second pitch on dental amalgam would be directed at getting consumers to ask their dentists about their effort to protect the environment/how their office is responding. These pitches may be times to the approval (?) of the mercury TMDL in December, as a practical way for people to participate in reduction of mercury pollution.

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

Collaboration with BASMAA and RWQCB on TMDLs - Continue to work with these agencies on TMDL-related media projects as appropriate during FY 06-07.

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. This pitch may tie-in to a series of regionwide FOG collection events. Given past success in pitching this story, this year's pitch may be expanded to include a Hispanic spokesperson in order to do more concerted outreach to the Spanish language media outlets in the region.

TASK B5

Wrapping Paper and Woodburning PSAs – Develop written PSAs for radio and wrapping paper burning and woodburning as wintertime pollution issues (highlighting dioxin, heavy metals and arsenic). Can also collaborate with BAAQMD on information, resources and messages as appropriate.

TASK B6

Role of Agencies in Health of Bay – Work closely with both agency executive directors to determine possible story angles to highlight the proactive work of the agencies in water pollution prevention. This may include: pitching a profile of an individual from one of the agencies to the SF Chronicle and other publications; an op-ed piece timed to a news happening (such as the mercury TMDL hearing), or in conjunction with the release of new data. This task may, over the course of the FY, include more than

one pitch, as appropriate. Specifics will be determined after speaking with agency executive directors.

TASK B7

Pesticides – Conduct a pitch on certification of PCOs, as IPM techniques become more mainstream. This would be a consumer-oriented story highlighting the IPM approach as used by professional, certified PCOs in the region.

TASK B8

Trash - Conduct a pitch highlighting the impact of litter as a water pollutant. Perhaps conduct this as a joint pitch with CalTrans or with the BASMAA Regional Ad Campaign if trash is their focus. If neither of these campaigns comes to fruition, a pitch could be coordinated in conjunction with another event, such as National Rivers Clean-up Day in May 2007.

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: Copper. If this alternate pitch is pursued, the committee will have a brainstorm session to determine a particular area of focus.

Appendix A

BASMAA/BACWA Regional Media Relations Campaign

FY 2006-07 WORK PLAN TIMELINE

MONTH	BEGIN WORK ON....
August 2006	A3: Op-ed pitch
September 2006	B3: Joint pitch with CEP A3: Meteorologists
October 2006	B3: Joint pitch with BASMAA advertising campaign.
November 2006	B4: FOG B5: Wrapping Paper--Don't burn it
December 2006	B7: Pesticides
January 2007	B8: Mercury
February 2007	B6: Pharmaceuticals
March 2007	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.