

BASMAA/BACWA

REGIONAL MEDIA RELATIONS CAMPAIGN

FY 2007-08 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 2006-2007 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 07-08 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/Emails/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

Archive of FY 07-08 Materials - Continue adding FY 07-08 materials, such as PSAs and press releases, to existing archive.

TASK A3

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 A4

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. The committee and/or the project manager and media contractor will also contact other regional groups involved in pollution prevention (e.g. HHW, Consumer Product Stewardship) to discuss their media efforts and determine if there are any opportunities for joint pitches. Request and review workplans from these organizations as appropriate to open communication lines with staff on future projects.

TASK A5

Training for Local Programs: Using Regional Media Materials– Media contractor will create a set of instructions and give a brief talk at an upcoming BAPPG meeting about how local programs can adapt materials developed for this campaign for their own use.

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

Our Water Our World Branding Ad Campaign Pitch- Conduct a pitch, primarily aimed at print media, to call attention to the long-running OWOW campaign by specifically highlighting the in-store materials. A short press release will be sent out along with photos from the OWOW store displays.

TASK B2

Recycled Water- Conduct a pitch leading up to the October 29th recycled water workshop. This may include development of press materials, distribution of the white paper and/or editorial board meetings.

TASK B3

Joint pitch with BASMAA Advertising Campaign (Trash)- Conduct a pitch tied to the launch of the BASMAA ad campaign on trash. Completion of this task will depend upon advertising campaign topic and timing

TASK B4

Pest Control Operators (EcoWise Certified)- Conduct a pitch regarding newly-certified PCOs in the region. Pitch will highlight trend of businesses and municipalities hiring these types of companies and how IPM techniques can help residential consumers as well. This pitch will be geared toward business sections and broadcast consumer reporters as well as Home and Garden section editors.

TASK B5

FOG- This story will again be pitched in time for Thanksgiving. If there is anew development in the regional effort—such as labels on turkey fryers in stores—then a full pitch will be done. If not, written PSAs will be submitted to radio stations in late October.

TASK B6

Top 5 Things You Can Do For the Bay- This pitch will be conducted in time for New Year's. The focus will be on getting people to make resolutions tied to the health of the Bay. A simple list will be distributed to the media well in advance in order to get stories in the lead up to New Year's and in early January.

TASK B7

Copper – Develop PSAs on copper pool/spa chemicals and car washing.

TASK B8

Cigarette Butts -- Conduct pitch on cigarette butts as a major source of water pollution.

TASK B9

Pet Waste – Conduct a pitch about pet waste on streets and roads and the impact on stormwater. Pitch will focus on good pet owner pooper-scooper habits as desired action.

TASK B10

Pollution Prevention Week PSAs – Conduct PSA placement pitch for BAPPG, in conjunction with Pollution Prevention Week. PSA copy to be developed by BAPPG.

TASK B11

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.

Appendix A

BASMAA/BACWA Regional Media Relations Campaign

FY 2007-08 WORK PLAN TIMELINE

MONTH	BEGIN WORK ON....
August 2007	B1: OWOW Branding pitch B10: Pollution Prevention Week PSAs
September 2007	B8: Cigarette Butts
October 2007	B2: Recycled Water
November 2007	B3: BASMAA Ad Campaign (Trash) B5: FOG
December 2007	B6: Top 5 Things You Can do for the Bay
January 2008	A5: Training for Local Programs
February 2008	B4: PCOs (EcoWise Certified)
March 2008	B7: Copper PSAs
April 2008	B9: Pet Waste

NOTE: All General Administration tasks, all Task A items not listed above, and Task B10 are handled on an ongoing basis during the contract year.