

## **BASMAA/BACWA REGIONAL MEDIA RELATIONS CAMPAIGN REMAINING FY 08-09 PROPOSED WORKPLAN**

### Introduction

After consulting with the executive directors of BASMAA and BACWA, meeting with the BASMAA Board, and interviewing the BACWA committee chairs (per directive from the executive director), O'Rourke Inc. and project manager Jackie Kepke have developed this proposed workplan to carry through June 2009.

The workplan includes tasks to respond to the need to be prepared for breaking news as well as to continue to conduct planned pitches. We heard from both BASMAA and BACWA that continuing to help with lighter media work such as PSAs and calendar listings is valuable; we have sought to retain some of those items as well.

### TASKS January-June 2009:

- **Develop media protocol for BASMAA programs.** A protocol will be developed to help local programs interface with the Regional MR campaign for continuity of message & media coverage tracking.
  
- **Develop key speaking point "cards"** for handy access to main messages on the following key topics:
  1. Biosolids
  2. Recycled water
  3. Municipal Regional Stormwater Permit
  4. Sanitary sewer overflows
  
- **Develop a few prepared statements for BASMAA on key issues** that arise on an ongoing basis, such as creek kills. These short statements could be customized to a given situation and would be sent electronically to appropriate media so that BASMAA can weigh in on stormwater-related news items.
  
- **Conduct approximately 4 planned pitches** on the following topics:
  1. Biosolids
  2. Recycled water
  3. Regional Stormwater Permit process
  4. BASMAA Regional AD Campaign
  
- **Assist partner projects, such as BAPPG efforts, with calendar listings and/or PSA** creations and distribution if needed. NOTE: the Regional MR campaign did two such projects in Fall 2008 on thermometer exchanges and safe medicine disposal.