

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION
Media Relations Program
March – June 2010

Final Report Submitted by
O'Rorke Inc.

Overview

O'Rorke Inc. was hired by the Bay Area Stormwater Management Agencies' Association to conduct three media pitches to satisfy media relations work as outlined in the MRP.

O'Rorke participated in meetings with the PIP committee to determine the pitch topics and then developed strategies for each working closely with project manager, Sharon Gosselin.

The three pitch topics were:

- pesticides
- car washing
- litter, relating specifically to plastic bags

Coverage

In all, the three pitches resulted in thirty-eight media placements: six in print; eleven on the radio; and twenty-one online (this included radio station and newspaper websites).

What follows is a brief synopsis of each pitch strategy and the coverage results. Attached are individual media reports for each pitch.

Pesticides

Working with the media relations campaign project manager, O'Rorke strategized a pitch on pyrethroid pesticides. Using materials developed for Our Water Our World, O'Rorke wrote a release about pyrethroids emerging as a new force in the market and detailed information about how one chemical will be banned only to have a new one take its place.

The pitch resulted in six placements. The Alameda Sun ran the story with the headline, "Exercise Caution When Choosing Pesticides." Another coverage highlight included Geoff Brosseau's interview on KMKY (Radio Disney), a station that has good reach among women because mothers listen to the station with their children.

Car Washing

To promote using professional car washes or simply washing on grass or gravel instead of paved surfaces, O'Rorke focused on a public-affairs driven pitch with prepared PSA copy as the cornerstone.

This was very effective. PSAs aired on five stations, including the high profile KCBS and KOIT. Additionally, translating the PSAs allowed O'Rorke to secure placement with KIQL, a Spanish language station. Numerous stations included the PSA copy on their websites and Sharon Gosselin was interviewed on the subject by KEAR.

Overall, this pitch resulted in fourteen placements.

Litter/Plastic Bags

Because litter is such a major issues facing stormwater programs, this was an important topic to cover. Again working with the project manager and PIP committee, O'Rorke developed a press release focusing on plastic bags as a major source of litter and promoting reusable bags as a better choice. The release also featured several tips to help people remember to use their reusables.

For this pitch, O'Rorke used a two-pronged strategy. The first part consisted of doing "DJ drops" at five key radio stations. A DJ drop is when a press release ad leave behind is brought to a station's morning show along with some food and refreshments for the morning show crew. In this case, we brought food, the press release and a few reusable chico-style bags to each station. The results were fantastic: two of the five stations covered the story that day. A third included some mention on air and requested copy to use online.

Coverage highlights included a two-minute discussion of plastic bags by Sarah & Vinnie of the immensely popular Radio Alice (KLLC) and a "Fog Files" segment on KFOG.

The second piece of the pitch consisted of sending the release out to other stations not covered by the drops and also to print. For print, O'Rorke also include a courtesy photo of a plastic bag on a storm drain. The second round of pitching resulted in several print and online placements. At this writing, two additional placements are still pending with Asian Week and Diablo magazine.

Overall, at this time, the litter pitch resulted in eighteen placements.

Media Coverage: Pesticides

Print

- Alameda Sun. "Exercise Caution When Choosing Pesticides." 4/29/2010.
- Danville Weekly. "Danville asks residents to think twice before buying pest control products." 5/18/2010.

Online

- Alameda Sun. "[Exercise Caution When Choosing Pesticides.](#)" 4/29/2010.
- Danville Weekly. "[Danville asks residents to think twice before buying pest control products.](#)" 5/18/2010.

Radio

- KEAR-AM. Interview w/ Geoff Brosseau completed Monday 5/10 at 8:15 a.m. The two five-minute segments aired Monday 5/10 at 11:04 a.m. and 4:04 p.m., and Tuesday 5/11 at 11:04 a.m. and 4:04 p.m.
- KMKY-AM (Radio Disney). Interview w/ Geoff Brosseau completed Wednesday 5/19 at 11 a.m. Scheduled to air first weekend in June.

Media Coverage –Car Washing

Online--PSAs

- [KISS-FM \(98.1\)](#)
- [KMEL-FM \(106.1\)](#)
- [WILD 94.9](#)
- [KKSF-FM \(103.7\)](#)
- [STAR 101.3](#)
- [GREEN 960](#)
- [910 KNEW](#)
- [KCBS-AM 740](#) – Online beginning 7/10, one (1) week prior to radio air date

Radio—PSAs and interview

- KMKY-AM (1310)
- KIQI-AM (1010)
- KCBS-AM (740) – 7/20-7/21; one (1) or two (2) times, Mon-Fri.
- KSQQ-FM 96.1 – Currently on air; 7/1 through next week
- KOIT-FM 96.5 – Running since 6/25; will continue to air for one (1) additional week from today 7/2
- KEAR-AM – Interview w/ Sharon Gosselin completed Thursday 7/15 at 10:00 a.m. The three five-minute segments will air Monday 7/19, Tuesday 7/20 and Wednesday 7/21

Media Coverage: Litter/Plastic Bags

Online

- [KISS-FM \(98.1\)](#)
- [KMEL-FM \(106.1\)](#)
- [WILD 94.9](#)
- [KKSF-FM \(103.7\)](#)
- [STAR 101.3](#)
- [GREEN 960](#)
- [910 KNEW](#)
- PleasantonWeekly.com. “Grab Bag.” Week of 7/12/10.
- TriValleyViews.com. “Grab Bag.” Week of 7/12/10.
- San Ramon Express.com. “Grab Bag.” Week of 7/12/10.
- DanvilleExpress.com. “Grab Bag.” Week of 7/12/10.

Radio

- KLLC-FM (ALICE 97.3) – DJ Drop; on-air mention
- KFOG-FM (105.3) – DJ Drop; on-air mention
- KMEL-FM (106.1)

Print

- Lamorinda Weekly
- Orinda News (September)
- Rossmoor News
- Tri-City Voice

Pending

- AsianWeek
- Diablo Magazine

DRAFT

FOR IMMEDIATE RELEASE

CONTACT: Geoff Brosseau
(650) 365-8620

PRESS RELEASE

SPRING INTO ACTION
Bay Area Stormwater Agencies Ask Consumers to Exercise Caution
When Choosing Pesticides

April 20, 2010—Spring has sprung. With Spring comes new life and new opportunities to make better decisions for your yard and garden and for the environment.

With all the new growth, pests are not far behind. As gardeners figure out how to keep pests from bugging them too much, the Bay Area Stormwater Management Agencies Association (BASMAA) is asking consumers to make careful choices when purchasing pest control products.

After the highly publicized voluntary recalls of diazinon and chlorpyrifos (Dursban) as home and garden pesticides, consumers could easily think that most products on store shelves are safer. But this is not the case. In the wake of the recalls a new class of pesticides has come into prominence: pyrethroids.

“We have a situation where some highly toxic chemicals were taken off the market only to be replaced by newer—and just as toxic—chemicals,” says James Scanlin, chair of BASMAA. “It’s a vicious cycle that can leave consumers very confused and has a negative impact on the environment.”

Pyrethroids are a class of pesticide designed to kill a wide variety of pests, such as lawn grubs and ants. But pyrethroids are also highly toxic to beneficial insects like ladybugs, earthworms, and lacewings, which help to keep problem pests in-check. Once beneficial bugs are eliminated, pests are free to multiply without the natural checks and balances that beneficial insects provide. According to a 2010 report prepared for the San Francisco Estuary Project, pyrethroid pesticides “remain the highest priority....because they have been linked to widespread toxicity in California surface waters.”

“Pyrethroids came into wider use after bans on chlorpyrifos and diazinon took effect,” explains Mr. Scanlin “They are found in easily over 900 products.” Yard and garden pesticides are a particular problem when it comes to stormwater pollution. Once they wash off from rain and watering, pesticides flow into storm drains, polluting local creeks and the Bay, harming fish and other aquatic life.

BASMAA, a consortium of stormwater programs in the San Francisco Bay region, wants to help residents make less-toxic choices while maintaining beautiful yards and gardens.

BASMAA offers these tips when dealing with garden pests:

- Try less-toxic methods before making a purchase. Go to OurWaterOurWorld.org for tips and information. Sometimes biological controls (like bringing beneficial bugs into your yard and garden) can do the trick without any chemicals.
- Read labels. The word “pyrethroid” will not appear on a label, but look out for the following active ingredients: permethrin, bifenthrin, cyfluthrin, cypermethrin, deltamethrin, lambda-cyhalothrin, and tralomethrin. A quick tip: active ingredient names ending in “-thrin” are usually in the pyrethroid class. The exception to this is pyrethrin which is produced naturally from the chrysanthemum flower – though can still be toxic to aquatic life. To download a free pocket guide that gives examples of products without pyrethroids, go to OurWaterOurWorld.org
- When shopping, seek out the least toxic products. Look for shelf signs with the Our Water, Our World name and logo, which call out the best choices in each category. Participating stores include Orchard Supply Hardware, Sloat Garden Centers, Ace Hardware Stores, Home Depot, and many other local nurseries and garden centers. To find a store near you, go to OurWaterOurWorld.org.

Final BASMAA Carwash PSA's Spring 2010

A: Love washing your own car? Keep doing it – but wash it on the lawn or on gravel or go to a car wash. Here's why: When you wash your own car in your driveway or street, you're also washing off pollutants like copper from brake pads and other chemicals. In many places, this runoff goes right to the storm drain untreated and from there it pollutes our waters. At the car wash, runoff water is collected and treated. Check out baywise.org for more information. (:30)

B: Be green this summer. Instead of washing your car on the driveway, wash it on a lawn or gravel. Here's why: when you wash your car in your driveway or street, copper from brake pads and other chemicals wash off, too – right into the nearest storm drain and into the Bay – untreated. For more pollution prevention tips, check out baywise.org. (:20)

C: Love washing your own car? Keep doing it – but don't do it in your paved driveway or street, where water runs off into the storm drain. Try washing your car on a grassy area or gravel instead. Why? To limit runoff. When you wash your car, you're also washing off pollutants like copper from brake pads and other chemicals. From there, they go right to the Bay. See baywise.org for more information. (:30)

D: Be green! Wash your car on a lawn or gravel. Here's why: when you wash your car in your driveway, copper from brake pads and other chemicals wash off, too – into the nearest storm drain and the Bay – untreated. For more tips, check out baywise.org. (:10)

Draft

PAPER OR PLASTIC? NO THANKS, I'VE GOT MY OWN

Bay Area Stormwater Management Agencies in reusable bag push to reduce water pollution

June XX, 2010—With a plastic bag ban in the offing for California this year, the Bay Area Stormwater Management Agencies Association (BASMAA), wants residents to start taking action now to break the plastic bag habit.

“Noting ‘bring bag’ at the top of your shopping list is an easy addition,” said James Scanlin of BASMAA, a consortium of municipal stormwater pollution prevention programs from around the region. “By the end of 2010, California may have a plastic bag ban in place, so we are prepping residents to start using reusable bags now.”

By now, seeing a plastic bag perched on a tree branch or hugging the pavement near a storm drain is a normal sight. Often these bags find their way into storm drains, local waterways, and eventually the ocean. Plastic debris like this represents nearly 90 percent of floating marine debris, according to the California Coastal Commission.

“Plastic bags are a huge environmental issue,” says Scanlin of BASMAA. “Plastic never breaks down. It’s little bits of litter, including plastics, that have added up to the immense island of garbage floating in the Pacific.” According to the Earth Resource Foundation, over 100,000 marine animals die from plastic entanglement each year because they mistake plastic bags for food.

An analysis by the California State Assembly shows that Californians use 19 million plastic bags per year. From their very production (which entails use of petroleum), to the litter they create, to the havoc they have wreaked on the world’s oceans, plastic bags are a major environmental issue.

BASMAA is asking Bay Area residents to make a renewed push toward using reusable bags. There are incentives for consumers, too: While many supermarkets have long offered five-cent bag credits, big box retailers like Target are now doing the same.

BASMAA offers these tips to residents to ensure they have reusables at the ready:

- Keep a rolled up or Chico-style bag in your purse to have handy for quick shopping trips.

- Leave reusable bags by the front door near keys, cell phones and other must-have items.
- Place some in the trunk or on the front passenger seat of your car so they're easily available when running errands.
- Just say no! If buying a small item, just refuse a plastic bag from the store clerk.