

BASMAA/BACWA

REGIONAL MEDIA RELATIONS CAMPAIGN

FY2009-10 Work Plan

The scope of work for this project has traditionally been to develop and implement a media relations campaign for the San Francisco Bay Area on behalf of the Bay Area Stormwater Management Agencies Association (BASMAA) and Bay Area Clean Water Agencies (BACWA), focusing primarily on planned targeted pitches. O'Rorke Inc. has served as the regional media relations contractor in this capacity since 1997 and CH2M HILL as the media relations project manager since 2005.

Through a planning process with the Regional MR Committee and the respective Boards, this workplan has been developed to include a large roster of pitches on key subjects. Pitches will vary in intensity and scope and extra items have been included here to allow for attrition of topics (due to various circumstances, such as policy decisions, delays in regulatory actions, etc.) throughout the year.

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.

Activities in this task include the following:

TASK A1

Follow-up Contact/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

Position positive 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

Submit Materials for Posting on BACWA Website - Continue to work with BACWA Assistant Executive Director to ensure spokesperson background and contact information is up to date on website, and to post media materials as they are developed.

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.

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.

Proposed Pitches

TASK B1

Breaking News: Respond to breaking news stories as appropriate. This may include drafting and submitting letters to the editor.

TASK B2

Pharmaceuticals: Promote proper disposal of unwanted medicine by fully supporting the BAPPG regional No Drugs Down the Drain Week effort, slated for the week of September 21. Work will include development of press materials, possible preparations for a press conference, and perhaps written PSAs and calendar listings.

TASK B3

Mercury: Pitch story on dental angle. Possible focus on trade publications to reach dentists and dental workers; another possible angle is to highlight “green dentists” who have reduced mercury in their practices.

TASK B4

FOG: Focus pitch on turkey fryer labeling campaign and begin actively pitching in early November for a Thanksgiving focus.

TASK B5

Litter: Pitch specifics are pending outcomes of MRP.

TASK B6

Landscaping: Consumer-oriented pitch on how to hire a “green certified” landscaper, questions to ask, etc. Focus will be on certified practitioners and may include garden tours.

TASK B7

MRP: Direction of pitch work is pending outcome of MRP process, but may include a BASMAA “rebuttal” in the form of op-eds or letters to the editor.

TASK B8

SSOs

TASK B9

Recycled Water: Pitch may focus on new projects in the region, if applicable.

TASK B10

Copper PSAs: Focus on swimming pool algaecides; copy will be submitted to radio stations

TASK B11

Home Improvement that Reduces Water Pollution: Home improvement pitch with 3-4 different DIY/water pollution prevention focuses (gardening, power-washing, holding on to rainwater as a resource, for example).

TASK B12

Car washing PSAs: Send out previously written versions to committee for review and, pending approval of messages, send to radio stations.

TASK B13

HHW: Revisit possible overall HHW pitch by checking back in on HHW status and whether drop offs can be encouraged and promoted at this time.

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

Final Report/Reporting - Consultant will finalize report for FY 07-08 campaign with project manager and submit a detailed work plan at the completion of this interim work plan planning process. Consultant will also submit reporting on any media placements garnered during the planning process period.

O'Rorke and CH2M HILL understand that this planning effort is a fluid process. Direction and amount of work required could change and budget will need to be addressed as needed should significant changes arise.