

DRAFT BASMAA MEDIA RELATIONS WORKPLAN

2010 - 11

TOPIC	TIMELINE	APPROACH/NOTES
Rainy Season/Winter (Car maintenance/dealing with leaks; pesticide application; exterior home projects)	November	General press release; possible PSA copy on leaks.
Holiday (Gift wrap: alternatives to throw away, using less and definitely not burning it!)	December	Press release to Home and Lifestyle sections; take some photos to make points and write captions.
Trash/Litter (Reduce litter by using reusable water bottles and coffee cups, reusable products in lunch boxes)	January	2 versions of release: <ul style="list-style-type: none"> • one about kids' lunches (send to Bay Area Parent) • second for general audience
Pesticides (Could focus on OWOW, yard care or EcoWise program)	March	Coordinate early on with OWOW Committee to help determine focus; could be large pitch with release, photos, etc. depending on topic.
General Car Maintenance	April	Write PSA copy on a few different car maintenance issues (such as oil changing) and have all translated into Spanish (with DIY focus). NOTE: If breaking news responses are numerous during the year, this pitch could be dropped from the workplan.
Trash (exact focus TBD)	June	TBD—requires discussion as FY progresses. NOTE: If breaking news responses are numerous during the year, this pitch could be dropped from the workplan.
Breaking News Response	Ongoing	As part of news monitoring, O'Rorke will call out news stories BASMAA may want to respond to with Letters to the Editor or by making spokespeople available for interviews (O'Rorke would make calls to generate this).
Localization of Materials for Pitches	Ongoing	O'Rorke will provide a few basic tips for local programs to take regional media materials and customize them for use in community papers, newsletters and homeowners' association publications.