

BASMAA
Media Relations Campaign
Final Report FY 2011-2012

Submitted by O'Rorke Inc
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During the fiscal year 2011-2012, O'Rorke Inc. continued to serve as BASMAA's media relations contractor.

Early in the year O'Rorke worked directly with project manager Sharon Gosselin and the PIP committee to brainstorm pitch topics. The result was several planned pitches and distributing radio/online public services announcements on key stormwater issues as well as monitoring of breaking news opportunities. Additionally, O'Rorke provided localized templates of many of the press releases developed for the regional campaign as a way to assist local programs with their own media efforts. O'Rorke also spearheaded the inclusion of more stormwater information and tips on BayWise.org. This helped enormously in allowing BayWise.org to be included as a resource in pitch materials and as a call to action in PSA copy.

In FY 2011-12 seven pitches were done and one was prepared and will be completed in the next fiscal year. The pitches resulted in forty-eight total media placements. The report that follows gives a synopsis of each pitch and the number and type of placements each garnered. A coverage report for the year is attached.

Additionally, O'Rorke developed a local press release on car washing and localized regional releases as well.

Save the Bay/Trash Hot Spots

In September, O'Rorke reached out to Save the Bay to partner on their annual Trash Hot Spots pitch. O'Rorke provided a quote from Executive Director Geoff Brosseau to convey BASMAA's core message about litter being an entirely preventable source of pollution and to call out the work of local programs.

A story ran in the San Francisco Chronicle and was also carried on SFGate.com.

Don't Burn Holiday Gift Wrap

O'Rorke was able to get BASMAA included in the Bay Area Air Quality Management District's (BAAQMD) press release regarding not burning holiday gift wrap.

BASMAA and BayWise.org were mentioned in an extensive story on holiday gift wrap (greener options, not burning it) on KRON-TV.

Rainy Season PSAs

PSA copy was sent to all Bay Area radio stations, calling attention to major influxes of stormwater pollution after the first significant storms of the season.

Interviews ran on KEAR and KMKY (Radio Disney); these stations also ran the PSAs.

Baseline Litter Survey

This pitch focused on the results of the Baseline Litter Survey. Because this study was new and actually quantified the litter load in the region, the pitch was extremely well-received. The first media hit came in the form of a major story in the San Jose Mercury News and led to widespread coverage both regionally and nationally.

The pitch garnered more than thirty placements, including Huffington Post, KCBS-AM, KGO-AM, and KTVU-TV.

Car Washing PSAs

These PSAs encouraged use of car washes as a way to prevention stormwater pollution. O'Rorke also developed a press release for use by local programs.

The PSAs were aired by eight stations, including KSOL and KCBS.

Pools & Spas

This pitch dealt with proper pool maintenance and drainage information. Stories ran with the Marin Independent Journal and the San Jose Mercury News (print and online) and with KKIQ.

Pesticides: Exterior Spraying PSAs

These PSAs provided information about exterior spraying a a source of pollution, directing the audience to BayWise.org for more information and to find pest control professionals certified in less-toxic techniques.

These PSAs ran on KCBS, and in Spanish on KLOK, KBRG, KSOL, and KSQL.

Pesticides: Exterior Spraying/New DPR Regulations

This pitch began at the end of the FY and the release focuses on the new exterior spraying regulations from the Department of Pesticide Regulation as a way to give a new angle to this story.

O'Rorke reached out to DPR for cooperation on this and for DPR to provide a quote. O'Rorke has secured this, but because of timing involved with getting the regulations passed, DPR has requested the pitch begin in early July.

Recommendations for FY 2012-13

- Continue to look to new local/regional studies as a jumping off point for pitching. Timeliness and a sense of having real news to share were absolutely key factors in the success of the Baseline Litter Survey pitch.
- Continue to pitch FM radio stations and seek out public affairs coverage via PSAs or direct pitches. Public affairs directors have been receptive to BASMAA messages.
- Utilize BayWise.org in pitches as a resource; have homepage and content updated as needed to keep site relevant to media relations efforts.
- Develop of photo library to have courtesy pictures readily available to the media as a way to ensure more coverage. Media outlets need photos and a press release with a free-to-use picture is more likely to get used by the media.