

**BASMAA WORKPLAN
2011-12**

TOPIC	TIMELINE	APPROACH/NOTES
Pitch on Litter Reduction Successes (Timed to be ahead of September report from XX agency)	September	General press release; pitch calls to highlight timing.
Holiday (We did gift wrap last year and could have a idfferent holiday focus this year.)	November	Press release to Home and Lifestyle sections; take some photos to make points and write captions.
Trash/Litter (To pursue another pitch on this topic, a timely piece of news is really needed--this has not done well as a lifestyle story.)	?	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 or general yard care--with emphasis on baywise.org for info)	March	
Pitch #5		
Pitche #6	April	
Website		O'Rorke is update baywise.org copy to reflect more of a stormwater stance and to have the site be a useful resource in media pitches.
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.
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