

BASMAA
Media Relations Campaign
Final Report FY 2012-2013

Submitted by O'Rorke Inc
June 26, 2013

During the fiscal year 2012-2013, 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 BASMAA PIP committee to brainstorm pitch topics. As a result, O'Rorke developed and implemented an annual workplan that included seven planned pitches, including press releases, radio and online public service announcements, and/or Editorial Letters on key stormwater issues (addressed below), ; on-call time for monitoring of breaking news opportunities; the creation of a photo library; and 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.

In FY 2012-13 seven pitches were done that resulted in fifty total media placements (stories and PSAs). 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.

Exterior Spraying

O'Rorke used a two-pronged approach for this pitch: we used radio PSAs and a press release announcing the new regulations. A local press release was also developed. O'Rorke coordinated with the California Department of Pesticide Regulation on the copy/materials and pitch timing. The effort was successful: PSAs aired on two stations; Geoff Brosseau was interviewed by KBLX-FM; and SFGate.com, the San Jose Mercury News, the Marin Independent Journal and San Carlos Patch all ran stories.

IPM Advocates

O'Rorke worked with the IPM committee to issue a press release regarding new trained advocates in stores. Promoted as a boon to consumers, this pitch did well with stories running on both Rockridge and Piedmont Patch. A local release was also developed. KATD, A Spanish language radio station, interviewed Riccardo Barajas of San Jose and copy from the release was carried in PSA format by KCBS and KDIA.

Holiday Pitch

O'Rorke wrote a press release dealing with various holiday water pollution prevention issues, including not burning gift wrap and setting out trees for post-Christmas recycling sans flocking. A local release was also developed.

This pitch took off with the help of photos and was carried by twelve Bay Area Patch.com sites, SFGate.com, Claycord.com, KMKY (Radio Disney), KOIT, KBLX, KFOX and news powerhouse, KCBS.

Bag Ban

This pitch focused on new and recent bag bans in cities around the region, including San Francisco's upgrade to including more stores in its ban. The pitch featured a press release and courtesy photos. A local release was also developed.

Information ran on KBAY, KCBS and on eight Bay Area Patch.com sites.

Be the Street

Coordinating with SGA, O'Rorke pitched the online awards ceremony and looked at potentially promoting Bay Area contest award winners. O'Rorke developed a media advisory for the online awards and made pitch calls to all major Bay Area media; a lack of local award winners curbed interest. No coverage was secured.

Car Washing PSAs

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

The PSAs were aired by eleven radio stations, including the immensely popular KLLC, KCBS and KITS.

Green Streets

This pitch was focused on reaching out to select media—architecture, urban planning and some environmental reporters. No press release was issued, but a detailed pitch letter was sent along with photos highlighting Green Streets as an emerging trend in the Bay Area.

As of this writing, no coverage had been secured yet. But O'Rorke plans additional follow-up for July.

Recommendations for FY 2013-2014

- Continue to look to new local/regional studies as a jumping off point for pitching. The Green Streets report, due in September, represents an excellent opportunity.
- 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.

- Continue to pitch Patch sites; these were an important source of coverage in FY 13-14.
- Utilize BayWise.org in pitches as a resource; have homepage and content updated as needed to keep site relevant to media relations efforts.
- Pitch the upcoming Our Water, Our World/IPM app and new look; together these happenings could be a major pitch for FY 13-14.

