

BASMAA WORKPLAN 2012-13

UPDATED: 1/23/13

TOPIC	TIMELINE	APPROACH/NOTES
Pesticides (New regulations regarding exterior spraying)	July	REGIONAL Promote DPR's new regulations re: exterior spraying. Will use release developed in FY 2011-12 and pitch will begin w/o July 9th. LOCAL: Version of press release produced and distributed to programs
Trash/Litter	Jan/Feb	Regional pitch on bag bans. LOCAL: release will be produced and distributed to programs with many areas for customization based on ordinances in each municipality.
Pesticides	September-- changed to October	REGIONAL Brief press release on new IPM advocates program in accordance with EPA timing LOCAL: Local version of press release will highlight stores so local programs can best capitalize on promoting this program
Holiday	November	REGIONAL PSAs and local press release on not burning gift wrap during holiday season. LOCAL: version of release will be produced and distributed to programs
Pesticides (Relaunch of OWOW , new materials, new app)	Feb/March	REGIONAL focus on website, new OWOW launch and materials. Develop press release for regional pitch using photos of new materials, info on app, etc. LOCAL: version of release will be produced and distributed to programs.
Green Streets	???	REGIONAL pitch highlighting green streets projects in region; develop press release and provide courtesy photos to sell this story. LOCAL TBD
Be the Street Campaign	March/Aprl	REGIONAL Either pitch story on BASMAA's creative/non traditional campaign as a business/marketing story OR perhaps promote video contest. LOCAL: not really a local tie-in for this, unless locality winner is from wants to pursue a pitch.

Development of Photo Library	Ongoing	Work with committee and local program to cull together photos to work with various pitch topics. Photos would be used to send to media as courtesy photos as a way to secure more coverage.
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 local programs with tips on dealing with media at the very local (city/town) level, including outreach, building relationships, materials to provide, etc.

LATEST PROGRESS

Completed

PIP committee okay's proceeding with pitch concept at Jan meeting; draft release in the works.

Completed

Completed

JF has spoken to Athena and their timing is a little delayed, so no advance work has begun yet. If appropriate, we can just pitch the app.

To discuss ideas at future meeting

Will pitch the video contest winner for media interviews and see about him/her writing a possible op-ed piece. Timing will be in concert with the online awards show and launch of the winning video in TV and online ads.

Ongoing; as of this time, library has diverse options to use in pitches.

Ongoing

Ongoing based on pitch