

**BASMAA**  
**Media Relations Campaign**  
**Final Report FY 2013-2014**

**Submitted by O'Rorke Inc**  
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During the fiscal year 2013-2014, 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 six planned pitches and distributing radio/online public services announcements on key stormwater issues as well as monitoring of breaking news opportunities and adding to and utilizing the photo library started in FY12-13. 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.

In FY 2013-14 six 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. Coverage reports for the year are attached.

**Green Streets**

O'Rorke developed a pitch copy and, working from a report about Green Streets projects in the region, conducted targeting pitches to environmental writers about the upswing in Green Streets projects as a trend story. Unfortunately, the story was not covered despite numerous pitches and follow-up.

**Ants/Pesticides**

This pitch focused on ant invasions during rainy season and tips on preventing/controlling them. The story was carried in 52 Patches, on KCBS-AM, and in Southern Region IPM News and the City of Brisbane blog.

**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. The release was carried in forty-one Patches.

### **IPM Advocates/DPR Award**

O'Rorke worked with contractor Annie Joseph to develop a press release about the IPM advocates program winning an Innovator award from the Department of Pesticide Regulation. The story was picked up by forty-four Patches and KBAY-FM.

### **Our Water, Our World App**

This pitch focused on the launch a new app designed by Chinook Book to make it easier for consumers to find stores near them that sell less-toxic products. O'Rorke developed a release and did extensive pitching. The story ran in forty-three Patches and received some acknowledgment on Twitter.

### **Trash**

O'Rorke put together a multi-faceted pitch to address this important pollutant of concern. We developed an op-ed for Geoff Brosseau's byline and submitted it to all Bay Area daily newspapers and conducted extensive follow-up; as of this writing, the Oakland Tribune was interested in publishing it.

The other elements of the pitch included development of radio PSA copy, which was carried on air by KCBS, KLLC, KITS, KMQV and online by KBLX and KOIT. As of this writing the PSA distribution had also resulted in scheduled interviews with KFOG and KEAR. These stations represent some of the highest-rated stations in the region.

O'Rorke also developed an article on summer litter prevention tips in a template format for use by local programs. The article was distributed to the PIP committee.

### **Recommendations for FY 2014-15**

- Weave social media into the plan for the coming year. Given the vastly changing landscape for media, O'Rorke strongly recommends the development of a BASMAA Facebook page and Twitter account. These can be used to help disseminate information, provide tips and drive more traffic to BayWise.org. While O'Rorke absolutely anticipates a slow start for fans and followers, we do believe this is an important step for BASMAA as an organization.
- Continue to look to new local/regional studies as a jumping off point for pitching.
- Continue to pitch and post materials to 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.