

BASMAA WORKPLAN 2013-14

UPDATED: April 23, 2014

TOPIC	TIMELINE	APPROACH/NOTES
Green Streets (New report about program/effectiveness)	September	REGIONAL: Pitch architecture/planning beat reporters, using report for timeliness LOCAL: Draft localized release, particularly for programs with Green Streets projects in their areas.
Got Ants? (1) (IPM/OWOW app)	October	REGIONAL: Press release capitalizing on rainy season ant invasions, and tying to gotantsgetserious.org LOCAL: Localized version, featuring tips on making app relevant to community level media, also copy on app local programs can use in newsletters, websites, etc.
Trash (1)	January/February	REGIONAL: Use plans that the MRP cities will submit to Reg. Board by Feb 1 as a jumping off point for an op-ed. LOCAL: Provide some copy to local programs for use in local papers, newsletters, on websites, etc. STILL NEED ANGLE
CASQA Report/Pyrethroids (tentative)	TBD	REGIONAL: On hold. If data shows a drop in pyrethroids in creeks since the new regs took effect, that would be newsworthy and good BASMAA message tie-in.
Pesticides	Jan/Feb	REGIONAL: Issued press release on IPM Advocates program winning DPR Innovator Award
Holiday	November	REGIONAL Regional and local press release on a variety of holiday issues, featuring tips: creative/non wasteful gift wrap ideas, not burning gift wrap, avoiding flocking trees, etc. during holiday season. LOCAL: Local version will be distributed to programs
Trash (2)	TBD	REGIONAL: LOCAL:
Pesticides (2)	March/April	REGIONAL: OWOW product app. Release and full-scale pitch. LOCAL: Localize release.
Car Washing PSAs	May	REGIONAL: If budget permits, PSAs will be sent out re: car washing.

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.

METHOD	LATEST PROGRESS
Pitch calls and email.	COMPLETED
Press release and pitch calls.	COMPLETED
NEED ANGLE	
Press release and pitch calls. Did follow-up pitch on Advocates tied to drought conditions.	COMPLETED
Press release and pitch calls	COMPLETED
Press release, pitch email	IN PROCESS
PSA radio copy sent to radio stations for use on air and online.	

	Ongoing
	Ongoing
	Ongoing based on pitch