

**Bay Area Stormwater Management Agencies Association (BASMAA)
Media Relations Campaign
Final Report FY 2014-2015**

**Submitted by O'Rorke Inc
July 13, 2015**

During the fiscal year 2014-2015, 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 an expansion of what constitutes a pitch. This year, the work plan allowed for five planned pitches (pesticides/ants, holiday/gift wrap burning, trash, native plants, car washing) and for a sixth in the form of establishing a social media presence for BASMAA on Facebook and Twitter. As always news monitoring and looking for potential break news responses was an ongoing task.

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 2014-15 work was conducted on six pitches resulting in sixty-three 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.

Social Media

This year saw the start of a social media presence for BASMAA and Facebook and, later, Twitter, which were launched in the fall. This year's efforts focused on following relevant pages and accounts, promoting the resources on baywise.org through the platforms and—when possible—promoting media coverage of BASMAA stories. As time went on efforts also included boosted posts on Facebook and sharing of other agencies' and organizations' materials.

Although O'Rorke fully expected a slow start to this effort, we felt strongly it was important for BASMAA to make the leap to social media. As the media relations landscape continues to change, it is crucial for the agency to have its own voice and promote its own messages via this very powerful medium.

As of this writing the BASMAA Facebook page has fifty likes and the Twitter account has twenty-seven followers.

Boosted posts on Facebook performed very well. For minimal cost, boosted posts allowed BASMAA to achieve over 65,000 impressions as follows:

- A post linking to a BASMAA story about ants on claycord.com had 22,085 impressions and received 229 clicks.
- Another boosted post linking to Baywise.org had 4,576 impressions and 15 clicks.
- A post on gardening achieved 39,128 impressions and 79 clicks. Boosted posts are a way to help increase BASMAA's presence as a resource in the Bay Area community and a strategy O'Rorke would recommend for the coming year.

Ants/Pesticides

This pitch focused on ant invasions and less-toxic ways of controlling them. The story was picked up by seventeen media outlets.

No Burning Gift Wrap

O'Rorke coordinated a joint pitch between BASMAA and the Bay Area Air Quality Management Association, an agency that has a high profile during the winter because of no burn nights. The story garnered twenty-four media placements.

Car Washing

This pitch included PSAs and development of a local use article template. As of this writing the PSAs had been used on air and online by five radio stations.

Trash

O'Rorke put together a multi-faceted pitch to address this important pollutant of concern. We worked with a Bay Area resident to develop an op-ed about his personal connection to the Bay and his concerns about trash in the Bay. As for this writing, despite aggressive pitch efforts, the piece has not been published.

The other elements of the pitch included development of a local use article template (for customizing) and sending PSAs to all regional radio stations.

Native Plants

As of this writing the native plants release and local template are being finalized. The pitch focuses on the importance of native plants in a time of drought and offers resources for getting information about native plants.

Recommendations for FY 2015-16

- Build on the start of BASMAA's social media presence on Facebook and Twitter. Continue to post, boost posts and Facebook and look for linking/sharing opportunities as well as ways to promote BASMAA's own content. Work with committee to set growth goals for FY 15-16.
- Continue to look to new local/regional studies as a jumping off point for pitching.
- Utilize BayWise.org in pitches as a resource; have homepage and content updated as needed to keep site relevant to media relations efforts.

O’RORKE, INC.

ANTS PITCH

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

NOVEMBER 2014

This report summarizes the coverage of the Ants pitch for November 2014.

Media Coverage:

Patch.com

The Ants release was published in the following Patches. An article was written by Susan C. Schena.

- [Alameda](#)
- [Belmont](#)
- [Campbell](#)
- [Castro Valley](#)
- [Cupertino](#)
- [Los Altos](#)
- [Los Gatos](#)
- [Menlo Park – Atherton](#)
- [Napa Valley](#)
- [Oakland](#)
- [Palo Alto](#)
- [Pleasanton](#)
- [Redwood City – Woodside](#)
- [San Anselmo – Fairfax](#)
- [San Leandro](#)
- [San Mateo](#)

Claycord.com

The Ants release was published on claycord.com.:

- <http://claycord.com/2014/11/09/got-ants-avoid-exterior-spraying-and-manage-this-common-household-nuisance-with-effective-less-toxic-controls/>

O’RORKE, INC.

GIFT WRAP PITCH

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

JANUARY 7, 2015

This report summarizes the broadcast and online coverage of the Gift Wrap pitch for the period between 12/4/2014 – 12/25/2014 issued by the Bay Area Stormwater Management Agencies Association and Bay Area Air Quality Management District.

Media Coverage:

Patch.com

The Gift Wrap release was published in the following Patches (all links available):

- [Alameda](#)
- [Belmont](#)
- [Campbell](#)
- [Castro Valley](#)
- [Cupertino](#)
- [Los Altos](#)
- [Los Gatos](#)
- [Menlo Park – Atherton](#)
- [Mill Valley](#)
- [Mountain View](#)
- [Napa Valley](#)
- [Oakland](#)
- [Palo Alto](#)
- [Pleasanton](#)
- [Redwood City – Woodside](#)
- [San Anselmo – Fairfax](#)
- [San Leandro](#)
- [San Mateo](#)
- [Saratoga](#)
- [South San Francisco](#)

Santa Rosa Press Democrat

The Gift Wrap release was published in the *Santa Rosa Press Democrat*:

- [Did you know burning gift wrap is illegal – and dangerous?](#)

Broadcast

- KNTV-TV covered the story on NBC Bay Area News at 11am and twice on the Today in the Bay segment on December 5.
- Sharon Gosselin on behalf of BASMAA was interviewed by Michael Finney on Consumer Talk on KGO radio on December 6.
- Ralph Borrmann on behalf of BAAQMD was interviewed by KLIV radio on December 7.

O’RORKE, INC.

CAR WASHING PITCH--PSAS

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

JUNE 30, 2015

This report summarizes the broadcast coverage of the Car Washing PSA, which were distributed to regional radio stations in late June.

O’Rorke reached out to 41 stations in the Bay Area with written PSAs and secured on air spots and website posts with 21 stations.

Media Coverage:

Broadcast and Online

The Trash release aired on the following stations, and was also posted to station websites:

- KISQ-FM 98.1
- KKSF-FM 103.7
- KMEL-FM 106
- KIOI-FM 101.3
- KYLD-FM 94.9

O’RORKE, INC.

TRASH PITCH--PSAS

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

JULY 8, 2015

This report summarizes the broadcast coverage of the Trash PSAs pitch for the period between 5/1/2015 – 5/30/2015.

O’Rorke reached out to 41 stations in the Bay Area with written PSAs and secured on air spots and website posts with 21 stations.

Media Coverage:

Broadcast

The Trash release aired on the following stations:

- KKIQ-FM 101.7
- KALW-FM 91.7
- KCBS-AM 740
- KITS-FM 105.3
- KLLC-FM 97.3
- KMVQ-FM 99.7
- KPOO-FM 89.5
- KKDV-FM 92.7

The Trash release was posted onto the websites of the following stations:

- KOIT-FM 96.5
- KLBX-FM 102.9
- KISQ-FM 98.1 – posted on 5/1
- KMEL-FM 106 – posted on 5/1
- KIOI-FM 101.3 – posted on 5/1
- KYLD-FM 94.9 – posted on 5/1
- KKSF-FM 103.7 – posted on 5/1
- KBAY-FM 94.7 – posted on 5/1
- KEZR-FM 106.5 – posted on 5/1

The Trash release aired and was posted onto the websites of the following stations:

- KSAN-FM 107.7 – week of 5/10
- KNBR-AM 680 – week of 5/10
- KFFG-FM 104.5/KFOG-FM 97/7 – week of 5/10
- KVVF-FM 105.7/KVVZ-FM 100.7
 - Aired from 5/15 to 5/30
 - Posted from 5/18 to 5/24