

BASMAA WORKPLAN 2014-15

DATE: July 23, 2014

TOPIC	TIMELINE	APPROACH/NOTES
Social Media	Start in July, but ongoing	Launch FB page and Twitter account for BASMAA
Pesticides	Oct	REGIONAL PITCH: Ants/rainy season press release and PSA's. LOCALIZED RELEASE: template of release for local use.
Holiday	November	REGIONAL PITCH: SW/holiday issues press release and PSA's. LOCAL: template of release for local use.
Trash	TBD	REGIONAL PITCH: Trash issues press release and PSA's. LOCAL: template of release for local use.
TBD	May	REGIONAL PITCH: TBD issues press release and PSA's. LOCAL: template of release for local use.
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).
Local Program Assistance	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
<p>Develop plan to launch BASMAA's social media presence. Write posts and Tweets on an ongoing basis. Use as a method of reach for press release content, photos, links to Baywise.org. Organize effort for followers and "likes."</p>	
<p>Pitch regional press release and PSA's. Develop template for local use and distribute template and regional pitch call list used for regional press release and PSA's to the Regional Media Relations group.</p>	
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<p>TBD as needed</p>	
<p>TBD as needed</p>	<p>Ongoing based on pitch</p>