

MEMORANDUM

DATE: January 22, 1997
TO: Paula Keogh
FROM: Susan Reynolds
SUBJECT: Media Relations Workplan

Per Geoff's request, enclosed is a copy of the final Media Relations Workplan for you to send to Joint Workgroup members for their files. Please give me a call if you have any questions.

SR:dc

cc: Geoff Brosseau

MEDIA RELATIONS WORKPLAN

This workplan was developed from a series of meetings between SR Marketing and the Joint Workgroup (BASMAA, BAPPG, BADA members). The proposed tasks and deliverables reflect the goals and objectives which have been defined for the Media Relations Project.

- I. **Timeline:** Implementation of the Plan will be from late December (based on approval) through June 30, 1997. Revised implementation date is anticipated by late January, after formal approval by client.

- II. **Goals and Objectives**
 - A. To establish and develop long term relationships with regional media outlets in order to:
 - o generate more press calls to the appropriate agency when a water quality or related issue is in the news;
 - o to educate the media generally on the issues so when news breaks, or specific press campaigns are developed, the media will be better prepared and more receptive to cover the issues.

 - B. To generate press coverage in regional media to change the public's water polluting behaviors
 - o raise the public's awareness of water quality issues in general
 - o to focus on specific behavior changes which would improve water quality

- III. **Workplan Tasks**
 - A. **Define Regional Media**

Task: Establish a list of the regional media outlets that exist. Prioritize those that are the most appropriate for the objectives and messages of the campaign based on listeners, viewers, and readership. Prepare appropriate contact list for each media outlet. Determine what contacts local agency staff already have at regional media agencies.

Deliverables: List of Regional Media
Rough demographics of listeners, viewers and readership for each agency
List of appropriate contacts at each regional media outlet
List of local agency staff's current media contacts
Final list of Regional Media targeted for this project

Release Draft to Members: 2/7/97
Members Return to Paula: 2/14/97
Final Draft & Approval: 2/20/97

Budget: \$1,216.27

B. Establishing Relationships and Educating Media

Conduct briefings and presentations to 4-8 regional media agencies. The briefings should be done by a diverse group representing water quality issues to environmental, science, news reporters and, as appropriate, to editorial boards or other appropriate contacts. The briefings should focus on a few specific subjects of concern to the press while incorporating subjects on the client's agenda as well.

1. Task: Determine Who Will Present Briefings to Media
Agency will advise client

Release Draft (supplied by client) to Members: 2/7/97
Members return to Paula: 2/14/97
Date Completed: 2/21/97
Budget: \$200

2. Task: Develop "canned" Presentation
Agency and client(s) will conference call with spokespeople to brainstorm content and outline potential Q&As, and get agreement on the three key messages which should be focus of the presentation.

Deliverable: Agenda, Q&A, cospoints for presenters, handouts.

Release Draft to Members: 3/7/97
Members return to Paula: 3/14/97
Date Completed: 3/21/97

Budget: \$1,980

3. Task: Develop Briefing Materials (these may be used/adapted as the press kit for the "press coverage" portion of the campaign.) Briefing materials will include:
- o a tailored "pitch sheet" that focuses on subjects of concern to that particular reporter
 - o Fast Fact sheet on water quality issues
 - o Brief backgrounder (3-5 pages) which describes 1) who we are; 2) what our concerns are; 3) a description of the water quality issues and problems; and 4) why they should be interested in us.
 - o Contact Sheet
 - o Photos for print; B-roll for TV

Client should provide, and agency will incorporate into briefing package, pertinent additional background information tailored to each editor, e.g., water quality studies, fish tissue contamination studies, and legislative updates.

Deliverable: Press Briefing Package

Release Draft to Members: 4/21/97
Members return to Paula: 4/28/97
Date Completed: 5/5/97
Budget: \$9,355

4. Task: Arrange and Schedule Briefings

Deliverable: A list of 4-8 briefings matched with appropriate presenters.

Date Completed: 5/1/97 - ongoing

Budget: \$512.51 (cost includes series of memos explaining importance of briefings, for example Chronicle memos dated January 10th and January 15th, as well as any necessary rescheduling.)

5. Task: Conduct 4-8 Briefings
Agency will prep client and attend up to four briefings. Client may wish to tailor existing material and conduct additional briefings.

Date Completed: 6/30/97
Budget: \$3,600

6. Task: Follow Up and Evaluation of Briefings
Document who attended, feedback from media outlet and track future press coverage from agency. SR Marketing will recommend the process for maintaining these media relationships.

Deliverable: Evaluation Summary (this will be formally presented in Task D)

Release Draft to Members: 6/12/97

Members return to Paula: 6/19/97

Date Completed: 6/30/97

Budget: \$1,290

C. Generating Press Coverage to Change Public's Water Polluting Behaviors

Outreach will be focused on regional media outlets. Any materials and tools developed for the campaign will be transferred to all local agencies by the client liaison as guidance for local agency staff to target their own local outlets. Outreach will consist of a proactive and reactive strategy for generating coverage.

Proactive Strategy

1. Task: Identify target media contacts: feature writers including auto, lifestyle, consumer, home, weather, and garden writers and shows.

Deliverables: List of media to be contacted including appropriate reporters or producers, and specific shows and/or newspaper sections.

Release Draft to Members: 2/6/97

Members return to Paula: 2/13/97

Date Completed: 2/20/97

Budget: \$700

2. Task: Identify and Contact Campaign Spokespeople, including Environmental Organizations
Agency will help identify, and client will contact, campaign spokespeople, including those in selected environmental organizations (Save the Bay, NRDC, SF Estuary Project and others) to be listed on "Contact List."

Deliverable: A list of spokespeople and areas of expertise.

Release Draft to Members: 3/7/97

Members return to Paula: 3/14/97

Date Completed: 3/21/97

Budget: \$600

3. Task: Conduct a Spring Gardening and Spring Cleaning/Earth Day Campaign.

Prepare a press kit with appropriate newshooks. Mail to press list and follow up with editors to create coverage. Client to reproduce press materials for Joint Workgroup members.

Deliverable: Press Kit, phone follow-up

Release Draft to Members: 3/24/97

Members return to Paula: 3/31/97

Date Completed: In-mail 4/7/97; Coverage in April and on-going; List of contacts made and coverage created are part of the final evaluation, task D. Tentative scope, may revise to coordinate with BASMAA regional ad campaign.

Budget: \$6,690

4. Task: Conduct a Summer Fax Advisory to include home improvement/household hazardous waste, auto-tune up/summer vacation and water recreation issues. Follow up with editors to create coverage.

Deliverable: Pitch letter(s), phone follow-up, List of contacts made and coverage created are part of the final evaluation, task D.

Release Draft to Members: 5/6/97

Members return to Paula: 5/13/97

Date Completed: 5/20/97

(Date of completion of editor follow-up: 6/30/97)

Budget: \$1,905

Reactive Strategy

5. Task: As breaking water-related news occurs (winter storms, legislation, oil spill, etc.) either client or SR Marketing will contact editors,

appropriate agency or individual by phone and/or with pitch letters to create interview opportunities and coverage. Agency to provide a "case history memo" to Joint Workgroup explaining this process. According to client, Joint Workgroup will provide strategy.

Deliverable: Liaison with agencies, press contacts, process recommendations (delivered with final evaluation wrap-up report)

Release Draft to Members: 1/31/97 (Chronicle only)

Members return to Paula: 2/7/97 (Chronicle only)

Date Completed: 2/14/97 (Chronicle interview with environmental reporter)

Date completed for all other interviews: TBD -- depends on timing of news.

Budget: \$4,061.86

D. Tracking Documentation and Evaluating Media Coverage

1. Task: Evaluate press coverage with respect to key messages picked up, number of clips, impressions and advertising equivalency.

Deliverable: Final evaluation report and wrap-up meeting

Release Draft to Members: 6/16/97

Members return to Paula: 6/23/97

Date Completed: 6/30/97

Budget: \$2,470

E. Project Management

1. Task: Oversee timely, within budget, completion of tasks as outlined, communicate via phone conferences, memos and meetings with client representatives. Monthly budget tracking and task reporting per client format. Recommend strategy and task refinements as needed.

Deliverable: Monthly activity reporting and budget tracking forms with billing, memos and meeting summaries.

Date completed: 6/30/97

Budget: \$4,838.88 (New billing and reporting structure at client request now includes Project Management as a separate task. This was first billed on December 1, 1996.)

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MEDIA RELATIONS WORKPLAN SCHEDULE

WORKPLAN TASKS	DATES	OTHER INFORMATION
III.C.1 Identify Target Media (Proactive Strategy) DRAFT DUE	6-Feb	
III.A. Define Regional Media III.B.1. Determine Briefing Presenters DRAFT DUE	7-Feb	
III.C.1 Identify Target Media (Proactive Strategy) III.A. Define Regional Media III.B.1 Determine Briefing Presenters COMMENTS DUE	14-Feb	
III.A. Define Regional Media III.B.1 Determine Briefing Presenters III.C.1 Identify Target Media (Proactive Strategy) FINAL DRAFT AND APPROVAL	20-Feb	
III.B.2 Develop Canned Presentation III.C.2 Identify & Contact Campaign Spokespeople DRAFT DUE	7-Mar	
III.B.2 Develop Canned Presentation III.C.2 Identify & Contact Campaign Spokespeople COMMENTS DUE	14-Mar	
WORKGROUP MEETING @ RWQCB	19-Mar 9:30-12:00	
III.B.2 Develop Canned Presentation III.C.2 Identify & Contact Campaign Spokespeople FINAL DRAFT AND APPROVAL	21-Mar	
III.C.3 Conduct a Spring Gardening/Cleaning/Earth Day Campaign DRAFT DUE	24-Mar	
III.C.3 Conduct a Spring Gardening/Cleaning/Earth Day Campaign. COMMENTS DUE	31-Mar	
WORKGROUP MEETING @ RWQCB	2-Apr 1:00pm	
III.C.3 Conduct a Spring Gardening/Cleaning/Earth Day IN MAIL	7-Apr	
Develop Briefing Materials DRAFT DUE	21-Apr	
III.B.3 Develop Briefing Materials COMMENTS DUE	28-Apr	
III.B.4 Arrange and Schedule Briefings DUE	1-May	
III.B.3 Develop Briefing Materials FINAL DRAFT AND APPROVAL	5-May	
III.C.4 Summer Fax Advisory DRAFT DUE	6-May	
WORKGROUP MEETING @ RWQCB	12-May 1:00pm	

MEDIA RELATIONS WORKPLAN SCHEDULE

III.C.4 Summer Fax Advisory COMMENTS DUE	13-May	
III.C.4 Summer Fax Advisory FINAL DRAFT AND APPROVAL	20-May	
III.B.6 Follow Up and Evaluation of Briefings DRAFT DUE	12-Jun	
III.D Tracking, Documentation and Evaluation Report DRAFT DUE	16-Jun	
III.B.6 Follow Up and Evaluation of Briefings DATE COMPLETED	19-Jun	
III.D Tracking, Documentation and Evaluation Report COMMENTS DUE	23-Jun	
WORKGROUP MEETING @ RWQCB	25-Jun 9:30-12:00	
III.B.5 Conduct 4-8 Briefings III.D Tracking, Documentation and Evaluation Report DATE COMPLETED	30-Jun	

BADA/BASMAA/BAPPG

Exhibit A
Media Relations Workplan

TASK BUDGET

<u>WkPln Task #</u>	<u>Workplan Task Item</u>	<u>Workplan Budget</u>
1	Strategic Planning	\$ 4,099.66
2	Develop PR Plan	\$ 5,733.25
3.a	Def. Reg. Media	\$ 1,400.00
b.1	Dev. Brfg. Mat'ls	\$ 9,355.00
b.2	ID Brfg. Presenters	\$ 200.00
b.3	Dev. Presentations	\$ 1,980.00
b.4	Sched. Briefings	\$ 565.00
b.5	Conduct Briefings	\$ 3,600.00
b.6	Evaluate, Follow-up	\$ 1,290.00
c.1	PC: ID Contacts	\$ 700.00
c.2	PC: ID Spkspeople	\$ 600.00
c.3	Spring Campaign	\$ 6,690.00
c.4	Summer Advisory	\$ 1,905.00
c.5	ReAct. Bkng. News	\$ 4,061.25
d.1	Eval. Media Cov.	\$ 2,470.00
e.1	Project Mgmt.	\$ 5,351.10
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