

BASMAA/BADA
Ongoing Press Report
February 1998-

Radio
KCBS

2/7/98 Geoff Brosseau interviewed live regarding stormwater pollution in light of the huge storms hitting the Bay Area. Taped version of the interview ran every hour for the following 24 hours.

KGO

2/7/98 Would consider sidebar story on pollution impact of storm. Took Geoff Brosseau's name and phone as a potential interview contact.

Television
KTVU

3/17/98 Bill Martin mentions how oil pollutes the water at the end of his weather segment.

Print
SF Examiner

2/7/98 Were interested in doing a storm sidebar on the pollution issue. Added information on BASMAA/BADA to computer for possible use next week. No placement, but a good in-road to introduce org.; they asked a few questions about the agency in general.

2/13/98 Sent letter to the editor in response to article on ants, signed by Geoff Brosseau and Don Birrer.

Vallejo Times Herald

3/30/98 Geoff Brosseau, Don Birrer and Dan Tafolla attended an editorial board meeting.

Vacaville Reporter

4/9/98 Ran an editorial and a cartoon based on Backgrounder and At-A-Glance.

SF Chronicle

4/10/98 Sharon Gosselin interviewed by Home Section writer Tara Aronson in response to our Spring Cleaning pitch for a story to run at the end of April.

KTVU Magazine

April A mention on pesticides appears in the "Message From Bill Martin" in this direct mail magazine, which is sent to 800,000 Bay Area homes.

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- **KTVU:** We developed a calendar (see attached copy) with some short tips for meteorologist Bill Martin to discuss on air. He mentioned the leaking car issue on the air this month, with plans to continue those mentions.

Also, KTVU will include either editorial or an ad mention about pesticides (which we drafted with Sharon Gosselin) in the next issue of their direct mail magazine, which is sent to 800,000 Bay Area homes.

- **Materials:** The following materials have been revised and are near to being finalized:

Contact sheet
At A Glance
Media List

- **The media training** has been re-set for April 8 and 6 attendees have been identified.
- **Editorial board meetings:** We have a meeting scheduled with the Vallejo Times Herald at the end of this month and have had good responses and interest from other papers in our exploratory phone calls, despite the fact that many papers are bogged down with election season meetings.
- **Responding to hard news:** We learned that Jane Kay of the SF Examiner was writing a story about pesticides in the Bay. Although she interviewed many local water experts, we did place a call to her introducing BASMAA/BADA and mentioning the BAYWISE hotline. She said she might call Geoff Brosseau for more information.

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May 19, 1998

Media Training

- Media training was held on April 8 and attended by: Sharon Gosselin, Debra Caldon, Chuck Batts, Don Birrer, and Lavenia Millar.

Press Coverage/Pitches

- SF Chronicle ran a story on the front page of its home section as the result of a "spring cleaning" walk-through that Sharon Gosselin conducted at the reporter's home. The article was extremely favorable, featured a sidebar on "tips from BASMAA/BADA" and cartoon art.
- Vallejo-Times Herald ran a front-page story as the result of an editorial board meeting attended by Geoff Brosseau, Dan Tarfolla, and Don Birrer.
- Vacaville Reporter ran an editorial based on our Backgrounder and At-A-Glance.
- Gina Purin wrote an op-ed for the Marin Independent Journal (since they don't conduct editorial board meetings) which we sent. Placement is still pending.
- KPIX-TV is interested in doing a spring cleaning walk-through, which has tentatively be set for mid-June.
- Sharon Gosselin will be interviewed by KLLC-FM to do a verbal spring cleaning walk through for that station at the end of June.
- The mailing "introducing" BASMAA/BADA to key press has been sent out. This included the Backgrounder, At-A-Glance and Contact Sheet.

Editorial Board Meetings

- Contra Costa Times. Meeting attended by Tim Tullis, Chuck Batts, and Sharon Gosselin. Placement pending.
- San Francisco Examiner. Interested in having a meeting in early June after the elections.
- Alameda Newspaper Group. Interested in having a meeting after the June elections.

Windsurfing Event

- Still scheduled for June 4. We have met with the workgroup to discuss message points and identify spokespeople. Events will be held at 5 locations: Crissy Field, Larkspur Landing, Rio Vista, Shoreline, and Berkeley Marina.

KTVU

- KTVU-TV's magazine featured a story on water pollution that we drafted as part of its "Message From Bill Martin." The KTVU magazine is mailed to 800,000 homes in the Bay Area.

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Press Coverage/Pitches

- The Windsurfers Against Water Pollution event was held on Thursday, June 4, at five locations around the Bay Area: Crissy Field, Berkeley Marina, Larkspur Landing, Rio Vista and Shoreline. We received a mix of press coverage--radio, TV and print--and at least one media outlet attended the event at each location. See attached press report for details.
- KPIX-TV spring cleaning walk through update: My contact is still very interested in pursuing this story and is just trying to get one of her producers to finalize a date.

KTVU

- Morning meteorologist Rhonda Bentley mentioned our windsurfing event extensively on 6/3, highlighting all five locations, on the early a.m. news.

Editorial Board Meetings

- We are still waiting on final word regarding meetings from the SF Examiner and the Alameda Newspaper Group.

**BASMAA/BADA
Media Relations Contract
Year End Progress Report
June 30, 1998**

Although this is officially the end of the year, there are some items that will carry over into FY 1998-99. Here is an update of our progress for the last few weeks of the year and certain items that are likely to be completed in July (for these items, the delay is due because we are at the mercy of the media).

Walk Through/Spring Cleaning Pitches

- A producer from KRON-TV has expressed interest in having reporter Greg Lyon do the walk through. Lyon is on vacation until 7/6, but BASMAA/BADA info and a pitch letter have been forwarded to him.
- An assignment editor at KPIX-TV has been interested in doing a walk-through for over a month and is pending approval from a producer.

KTVU

- The station has presented our PSA script to meteorologist Bill Martin and the public affairs department. Martin is interested in recording, but his vacation schedule and the public affairs department's shooting schedule have not come together yet. Bottom line: the PSA is in the works.

Editorials

- Alameda Newspaper Group has responded after numerous pitches for an editorial board meeting. The editorial page editor feels that the water pollution issue is clear-cut enough to run a piece without meeting in person. The Backgrounder and At-A-Glance have been sent to her.
- On June 29, we submitted an op-ed to the San Francisco Examiner on behalf of Don Birrer and Geoff Brosseau. The submission was the result of several conversations with the editorial page editor who felt that an ed. board meeting would not work since there had recently been so much news about water pollution (with President Clinton attending the conference in Monterey). Based on that, he suggested writing a short op-ed, which he would try to "usher through" on our behalf.