BASMAA/BADA
Media Relations Final Report

July 28, 2000
EXECUTIVE SUMMARY

The two goals of the FY 99-00 Media Relations Campaign were: 1) continue last-year's effort to firmly establish the Bay Area Clean Water Agencies [Bay Area Stormwater Management Agencies Association (BASMAA) and the Bay Area Dischargers Association (BADA)] as media contacts on water pollution issues; and, 2) attain coverage on specific issues as put forth by the BASMAA/BADA Media Relations Committee (Committee). O'Rorke Public Relations & Advertising (ORPR) believes FY 99-00 has been successful in achieving both of these goals.

This year ORPR updated the media Reference Guide produced in FY 98-99 to make it more general for use on an annual basis. Working with the Committee on content and the Central Contra Costa Sanitary District on production, the 2000 version of the Guide was produced for distribution to key media as well as to local programs. Additionally, ORPR produced a rolodex card to send to key media listing the executive directors of the Bay Area Clean Water Agencies. These cards were distributed to key media along with a cover letter and the newly revised Reference Guide.

In FY 99-00 ORPR pursued media coverage on four planned pitches: mercury, Coastal Clean-up Day; auto emissions, and pesticides. These media pitches resulted in very high quality, in-depth coverage. (This was evident in the excellent coverage garnered for the "Our Water, Our World" campaign in the San Jose Mercury News' Home & Garden section.) This major cover story was later picked for use by the Contra Costa Times and covered by KRON-TV and the major news radio stations KLIV-AM, KCBS-AM and KGO-AM.

As a result of press briefing sessions conducted in FY 98-99, a new component of responding to breaking news was added to the FY 99-00 Workplan and significant resources dedicated to the effort. Although it is important for BASMAA/BADA to be ready to respond to breaking news to establish the agencies as credible sources, opportunities were not predictable. BASMAA/BADA was moderately successful in garnering good media coverage in response to breaking news stories.
Overall, the process of securing good media relationships was forwarded this year. Great in roads were made with KCBS-AM, KLIV-AM, KEAR-FM and the San Jose Mercury News in particular.

Overall, 32 stories were covered by the media in FY 99-00, including 8 news articles, 4 television stories, and 20 radio stories. Public service announcements (PSAs) also aired on 34 radio stations. Additionally, two letters to the editor were printed in response to news articles. (See Appendix A, Press Report).
What follows is a complete report on accomplishments for Tasks A and B as outlined in the FY 99-00 scope of work. An appendix of press reports (Appendix A), copies of ORPR’s monthly progress reports (Appendix B), breakdown of the budget by project (Appendix C), and a list of all media who received the Reference Guide (Appendix D), and copies of print articles (Appendix E) are also included.

RECOMMENDATIONS

ORPR has the following recommendations for FY 00-01:

- Develop a calendar of seasonal pitches that will serve as sign posts throughout the campaign year and serve the local programs by placing a more general, overall water pollution message at key times throughout the year.

- Continue to look for opportunities to respond to breaking news stories, but don’t earmark significant budget resources for these efforts. ORPR believes the wiser course of action is to plan as many pitches as possible and to regroup as needed when breaking news stories occur.

- Concentrate more effort on pitches to ethnic/in-language media using designated spokespeople.

- As much as possible, pitches must be regional in nature. This is important both in terms of fairness to agencies contributing to the campaign and to generate interest from the major media this campaign targets.

- Do not revise and reprint Reference Guide. ORPR strongly believes this booklet has outlived its usefulness as a media tool.

- Identify a viable reason to approach the editorial boards of the major dailies to ask for editorial board meetings. Editorial board meetings are a very effective way to establish a strong presence with highly influential members of the media.

TASKS/RESULTS

Task A: Generate long-term relationships with regional media outlets and establish BADA/BASMAA representatives as information sources on water quality and pollution prevention issues.

Results: Less emphasis was placed on relationship building in FY 99-00 than in FY 98-99. Because of all the groundwork laid last year, ORPR had an excellent springboard from which to pitch BASMAA/BADA’s stories this year (see Task B). However, building relationships with the media requires a multi-faceted approach.
ORPR began this process by preparing a media training for five BASMAA/BADA representatives early in FY 99-00. The training was conducted by the highly respected Norm Hartman, a media trainer who has worked for the California Department of Health Services, Kaiser Permanente, Tosco, and the Bay Area Air Quality Management District.

ORPR also constantly referenced previous pitches when talking to the media this year as a way to remind editors and producers about the agencies ("Remember when I called you about that mercury story, well the same people are... "). This was very helpful in cementing the agencies’ credibility.

Additionally, the updated Reference Guide and rolodex card were mailed to 110 media personnel in June. The Reference Guide and rolodex card were also distributed to BASMAA/BADA member agencies.

As news stories arise, ORPR has written (and, in some cases, been successful in placing) letters to the editor of key papers under Geoff Brosseau’s and Don Birrer’s signatures, giving the agencies additional exposure and credibility. ORPR placed letters to the editor for BASMAA/BADA in response to two major articles: the San Francisco Chronicle’s "Our Poisoned Bay" story in August; and, in November, the San Francisco Examiner’s story, "How global warming will change California."

ORPR also prepared and sent thank you notes to key media when good coverage was achieved. For example, letters were sent to the San Jose Mercury News for that paper’s major story on the “Our Water, Our world” promotion and to KEAR-FM for the extensive air time that station gave to an interview with Bart Brandenburg.

Spanish speaking and Chinese speaking media contact persons were also identified in FY 99-00. Bi-lingual spokespeople are an important resource when pitching ethnic media. Identifying two such spokespeople means ORPR has a better chance of achieving coverage within language media outlets.

ORPR believes that the process of creating solid long-term relationships between the media and BASMAA/BADA was successfully continued in FY 99-00.

Task A Recommendations:

- Do not update or mail the Reference Guide to the media in FY 00-01. Although the book has been helpful, ORPR firmly believes that the guide has outlived its usefulness as a media tool. The reality is that BASMAA/BADA are getting media coverage through the efforts of this campaign and that the best way to continue to foster media relationships is by having viable stories to pitch.

- Look for opportunities strong enough to support a pitch for editorial board meetings with the daily newspapers in the region. This would provide an excellent new way to establish BASMAA/BADA as important and credible media contacts on water pollution issues.
Task B: Generate balanced regional media coverage aimed at promoting individual behavior changes leading to water pollution prevention.

Results: During FY 99-00, ORPR conducted four planned pitches for BASMAA/BADA: mercury; Coastal Clean-up Day; rainy season/auto emissions; and pesticides. Additionally, breaking news stories were also pursued for coverage (see below).

As in the past, ORPR pitched stories in FY 99-00 to generate a large quantity of coverage on a subject and to generate very high quality coverage that addressed BASMAA/BADA’s key issues. Because this is a regional campaign, another goal was to ensure that the coverage attained reached the entire Bay Area. This goal was achieved. Major stories ran on KRON-TV, in the San Jose Mercury News, on KCBS-AM and KGO-AM, on KLIV-AM and in the Marin Independent Journal and the Alameda Newspaper Group.

Mercury

At the end of the FY 98-99 contract period, a press release on mercury contamination was written and released. Phil Bobel of the Palo Alto Regional Water Quality Control Plant and Khalil Abu-Saba of the San Francisco Estuary Institute were identified as spokespeople. The mercury pitch continued into FY 99-00 and stories were run by the Marin Independent Journal and KLIV-AM.

Through these pitches, ORPR also generated serious interest in the story from Jane Kay of the Examiner and from KTVU-TV. However, neither of these stories have materialized. Although the Examiner did contact Phil Bobel for more information on mercury, the story has not run to date. KTVU had to drop the story in favor of other more pressing pieces.

Two media stories were achieved from this pitch.

Coastal Clean-up Day

ORPR wrote and placed PSAs on litter and illegal dumping timed to Coastal Clean-up Day events in September, 1999 (see Appendix A). PSAs aired on 17 radio stations as a result of this pitch (see Appendix A, Press Reports).

Rainy Season/Auto Emissions

ORPR prepared a series of PSAs about preventive behavior during rainy season (particularly on automotive maintenance and emission issues). This pitch resulted in two radio stories on KGO-AM and KATD-AM. PSAs also aired on nine radio stations and two radio stories were placed.
Pesticides

ORPR prepared a pitch for the "Our Water, Our World" (Integrated Pest Management) campaign that focused on survey results which concluded that last year's in store promotion was successful at increasing sales of less-toxic products while decreasing sales of toxic products. Written PSAs specifically addressing the problem of yellow jackets were also sent to all radio stations in the Bay Area. As much as possible, ORPR directed the media pitch around the initial success of the promotion and the ease with which consumers could find information about less toxic products. Major stories ran in the San Jose Mercury News, the Contra Costa Times and on KRON-TV.

Additionally, over the course of this pitch, the USEPA announced its ban of the commonly used household pesticide Dursban. ORPR used this breaking news story as another opportunity to pitch the regional in-store promotion. Casting the story in a more news-oriented light brought additional coverage from media outlets that were highly unlikely to run information on this promotion otherwise. News stories aired on KCBS-AM, KGO-AM and KLIV-AM.

Ten media stories were achieved from this pitch and PSAs aired on eight radio stations (see Appendix A, Press Reports).

Breaking News Responses

Throughout the year ORPR and members of the Committee and local agencies identified breaking news stories to be pursued for coverage. These included:

- water pollution in the region;
- the Stanislaus County tire fire;
- global warming;
- root killers;
- USEPA's ban of the pesticide Dursban; and,
- wastewater pollutants.

Responses to breaking news had mixed results in terms of placements, but ORPR believes that responding to happening stories assisted in continuing to establish BASMAA/BADA as credible media contacts on water pollution issues. The pitches on the tire fire and ban of Dursban were particularly successful. Stories about the water pollution link to the tire fire ran in all five Alameda Newspaper Group newspapers, on KTVU-TV and KPIX-TV and on KCBS-AM. Stories about the Dursban ban and the tie-in to the IPM partnership ran on KLIV-AM, KCBS-AM and KGO-AM.

A total of fourteen news stories and two letters to the editor ran as a result of responses to breaking news (see Appendix A, Press Reports).
Task B Recommendations:

- Develop an annual calendar of seasonal pitches generated by BASMAA/BADA.

- Focus concerted pitches toward ethnic audiences through the use of ethnic media.

- Continue to include a breaking news component as part of media pitches, but do not earmark significant funds toward this as a specific task. Rather, ORPR recommends revising planned pitches if and when breaking stories have exceeded planned budget.

- If the "Our Water, Our World" promotion is pursued for coverage again in FY 00-01, a new angle should be developed to keep the story interesting to the media. The new pitch may take the form of placing feature articles (based on program fact sheets) in the appropriate sections of the major dailies or possibly staging a "how-to of how these techniques/products really work for potential television coverage."
## APPENDIX A: Press Report

<table>
<thead>
<tr>
<th>PITCH</th>
<th>PRINT COVERAGE</th>
<th>TV COVERAGE</th>
<th>RADIO COVERAGE</th>
<th>RADIO PSAs</th>
<th>OVERALL PLACEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Emissions</td>
<td>Marin Independent Journal</td>
<td>BAY-TV</td>
<td>KARA-FM</td>
<td>KATD-AM</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>KLIV-AM</td>
<td>KBLX-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KEAR-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KEOF-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KGAM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSFO-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KITS-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KIQJ-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KKSF-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KLLC-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KOHL-FM</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KPFA-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KPOO-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KQED-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSJR-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSQQ-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KVTO-AM</td>
<td></td>
</tr>
<tr>
<td>Rainy Season</td>
<td></td>
<td></td>
<td>KATD-AM</td>
<td>KOHL-FM</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>KGO-AM</td>
<td>KEST-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KIQJ-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KIQQ-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSQQ-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KVHS-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KXJO-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSJR-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KCBS-AM</td>
<td></td>
</tr>
<tr>
<td>&quot;Our Water, Our World&quot;</td>
<td>San Jose Mercury News</td>
<td>KRON-TV</td>
<td>KLIV-AM</td>
<td>KITS-FM</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Contra Costa County Times</td>
<td></td>
<td>KARA-FM</td>
<td>KKSF-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KRTY-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KATD-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KOHL-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KEAR-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KPOO-FM</td>
<td></td>
</tr>
<tr>
<td>Breaking News:</td>
<td>Oakland Tribune</td>
<td>KTVU-TV</td>
<td>KCBS-AM</td>
<td>KTVU-AM</td>
<td>8</td>
</tr>
<tr>
<td>Stanislaus County Tire Fire</td>
<td>Fremont Argus</td>
<td>KPIX-TV</td>
<td></td>
<td>KARA-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>San Mateo County Times</td>
<td></td>
<td></td>
<td>KGO-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tri-Valley Herald</td>
<td></td>
<td></td>
<td>KCBS-AM</td>
<td></td>
</tr>
<tr>
<td>Breaking News:</td>
<td>Alameda Times-Star</td>
<td></td>
<td></td>
<td>KSRO-AM</td>
<td></td>
</tr>
<tr>
<td>Dursban</td>
<td></td>
<td></td>
<td></td>
<td>KLI-FM</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(2x)</td>
<td>KARA-FM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KGO-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KCBS-AM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>KSRO-AM</td>
<td></td>
</tr>
<tr>
<td>Breaking News Response: Letters to the Editor</td>
<td>San Francisco Chronicle</td>
<td>San Francisco Examiner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>10</td>
<td>4</td>
<td>20</td>
<td>34</td>
<td>68</td>
</tr>
</tbody>
</table>

* PSAs only
APPENDIX B:
Monthly Progress Reports
Progress Report  
BASMAA/BADA Media Relations Campaign  
September 1999

General/Administrative
ORPR attended a meeting with the work group on 9/14 and also finalized the final report for FY 98-99. (Creative Dir. 3.5; Media Manager 4)

Workplan Development
ORPR drafted the workplan for FY 99-00, including a list of detailed tasks and a timeline. After the 9/14 meeting, ORPR revised the workplan and sent to the Project Manager. (Creative Dir. 2; Media Manager 5; Proj. Asst. 3.5)

Update Media List
ORPR updated last year’s media list. (Proj Asst. 3)

Creek Clean-up Pitch
ORPR finalized PSA copy on Coastal Clean-up events and faxed to 77 Bay Area radio stations. Follow-up was conducted several times to make sure PSAs would run prior to the events on 9/18. Ultimately, PSAs ran on 17 stations. ORPR also arranged an interview on Coastal Clean-up Day with KSJX-AM. (Media Mgr. 7; Proj. Asst. 5.5)

Auto Maintenance Pitch
ORPR drafted a press release and PSAs relating auto maintenance issues to rainy season. ORPR also contacted Geoff Brosseau to discuss the research behind this issue. (Creative Dir. 1; Media Manager 2; Proj. Asst. 2)

Media Training
ORPR contacted trainer Norm Hartman regarding availability for an all day training and began discussing an outline for the training with the Project Manager. (Media Mgr. .5)

Reference Guide Update
ORPR secured price quotes for updating the Reference Guide. (Creative Dir. 2)

Breaking News
This month, ORPR working on two breaking news stories. The first was a tie-in to the Modesto tire fire. ORPR pitched all major media, offering Phil Bobel and Geoff Brosseau as spokespeople. The pitch resulted in stories in all five Alameda Newspaper Group papers and in a mention in a story on KTVU-TV, to name a few. Also, the Project Manager discussed a potential tie-in with ORPR on painted tires as a potential pollution issue in San Francisco. ORPR called the SF Water Pollution Prevention Program to get more information on this issue and it was ultimately decided not to pursue the story for coverage. (Media Mgr. 6; Proj. Asst. 2)
Progress Report
BASMAA/BADA Media Relations Campaign
October 1999

General / Administrative
ORPR attended a meeting with the work group on 10/7 and finalized the Workplan and Timeline FY 99-00. (Creative Dir. 2.5, Media Manager 2.5, Media Asst. 2.5; Project Asst.1)

Workplan Development
ORPR worked with Sheila to develop an estimated budget to be included in the workplan. (Media Manager 1)

Rainy Season Pitch
ORPR finalized press release and PSA copy on the rainy season pitch. It was faxed to 30 Bay Area press and 77 radio stations. (Creative Dir. 1.5; Media Manager 2.5; Media Asst..5; Proj. Asst. 3.5) KGO-AM Radio interviewed Sharon Gosselin of Alameda County as a result of follow-up calls made by ORPR. We will follow up on the PSAs mid-November and include in the November report.

Mercury Pitch
ORPR continued to do follow up with producer at KTVU. (Media Manager 2.5)

Media Training
ORPR finalized media training plans with Norm Hartman and conducted interviews with media training participants in preparation for training. (Creative Dir. 2.5, Media Manager 2.5)

Reference Guide Update
ORPR helped update the chart of deadly pollutants to be included in the guide. (Creative Director 3.5; Media Assistant 1)
Progress Report
BASMAA/BADA Media Relations Campaign
November 1999

General/Administrative
ORPR attended a meeting with the work group on 11/10 and discussed the media training, reference guide, rolodex card, and protocol for submitting letters to the editor due to a miscommunication regarding the fossil fuel/breaking news letter. ORPR continued to monitor for breaking news media opportunities. (Creative Dir. 2; Media Asst. 2)

Rainy Season Pitch
ORPR sent out press release and made follow-up calls to media outlets. ORPR also made follow-up calls for the psas which resulted in an interview with Sharon Gosselin on KATD-AM that aired 12/1/99. (Media Asst. 3; Project Asst. 6.5)

The following radio stations aired or will air the rainy season PSAs sent out on October 26, 1999 (“make sure your car is a well-tuned machine”):

KOHL-FM
KEST-AM
KJQI-AM
KSQQ-FM
KVHS-FM
KXJO-FM
KSJX-AM
KCBS-AM

Mercury Pitch
ORPR followed up with KTVU TV producer who said story will be done in January. (Media Asst. .25)

Media Training
ORPR conducted pre-training interviews, finalized training plans, and attended the training. (Creative Director 11)

Reference Guide Update
Research and writing for deadly pollutants chart (Media Asst. 1.0)

Rolodex Card
ORPR worked with our designer to develop and prepared draft for the 11/10 workgroup meeting. Next steps for the rolodex card will be discussed at the next workgroup meeting. (Creative Dir. 1.0)

Breaking News
ORPR responded to a breaking news story in the San Francisco Chronicle and the San Francisco Examiner about global warming increasing due to fossil fuels. ORPR drafted a letter to the editor linking fossil fuels from cars to water pollution. The letter ran in the San Francisco Examiner. ORPR also worked with Sheila Tucker to write a
press release linking the two but decided the release required the full committee and therefore too difficult to respond in a timely fashion. (Creative Dir. 2; Media Asst. 2.5)

ORPR and Sheila Tucker considered responding to an environmental report study in the San Jose Mercury News but decided it did not meet the group’s criteria for responding to a breaking news story. (Media Asst. 0.5)

BASMAA Regional Ad Campaign

Print

The Vacaville Reporter
Story ran on Saturday, November 20. Solely used information from press release and mailing, and used their own artwork (they are using some footage from the movie “Ants”). (Project Asst. 0.5)

San Jose Mercury News
Story ran in the Local sections of San Jose Mercury on 10/28-11/18 focusing on ants and offering tips from the campaign as well as the 1-888-BAYWISE number. Geoff Brosseau interviewed.

Radio

KITS-FM
Sharon Gosselin interviewed for a story that ran 10/24.

KLIV-AM
Geoff Brosseau interviewed for a story that ran 10/9-10/10.

KPOO-FM
Geoff Brosseau interviewed for a story that ran 10/7.
Progress Report
BASMAA/BADA Media Relations Campaign
December 1999

Rainy Season Pitch
Pitched rainy season story to producers for public affairs radio and TV shows by sending letter and making follow-up calls (Media Assistant 1.0)

Reference Guide Update
Updated and revised Guide to Pollutants in Bay Area waters chart (Media Assistant 11.5)
Formatted reference guide copy from last year's disk (Project Assistant 0.5)
Progress Reports
BASMAA/BADA Media Relations
January-February 2000

Reference Guide
ORPR continued working on Reference Guide revisions. (Proj. asst. 10)

Administrative
Attended one meeting each month. (Creative Dir. 2.5, Media Mgr. 3)

Designated Pitches
Discussed new designated pitch ideas for the remainder of FY 99-00 leading up to 2/9 meeting. Drafted a list of possible pitch ideas and timing, made calls to Tim Tullis and Geoff Brosseau regarding details on some of these ideas. (Media Mgr. 8.5)

Rainy Day Alerts
Received information on additional station running PSAs, KKIQ-FM. (no hours)

IPM
Discussion with Project Manager on upcoming pitch and possible ideas. (Media Mgr. .5)

Mercury
Follow-up calls to KTVU on status of mercury story, discussions with producer culminated in the story being taken off his ideas list due to other commitments. (Media Mgr. 1)

Breaking News
Drafted a letter to the editor of the SF Chronicle in don Birrer's and Geoff Brosseau's names. the letter was in response to another letter that claimed pollution concerns in the Bay Area were being exaggerated. (Media Mgr. 2.5)
BASMAA/BADA Media Relations Campaign
Progress Report
March 2000

Reference Guide
ORPR finalized changes to the Guide and proceeded on working with Central San to detail various production issues. (Media Mgr. 1.5, Assistant 10)

Breaking News
Working with the Project Mgr., ORPR crafted a response to a news story out of the City of Berkeley about street sweeping. ORPR contacted the City's Public works Department and consulted with Sharon Gosselin of Alameda County on how to pursue this story as a media pitch for the regional campaign. Although our initial pitches garnered interest, the timing was not in BASMAA/BADA's favor. The story was pitched the day the sale of the SF Examiner was announced. Still, we did get a call back from KCBS' East Bay bureau chief, who was initially interested in the subject. (Media Mgr. 5.5)

IPM Pitch
Began talking with Project Mar. and brainstorming possible pitch ideas for this year's media pitch. This also included sending emails to Geoff Brosseau of the IPM Committee. (Media Mgr. 1)

General/Administrative
Wrote monthly Progress Report for March. (Media Mgr. 1)
BASMAA/BADA Media Relations Campaign
Progress Report
April 2000

Reference Guide
ORPR worked with the staff at Central Contra Costa Sanitary District (Central San) on the final layout of the 2000 version of the Reference Guide. This included sending electronic files, discussing hard costs, and handling issues about binding and tabs for the books. Central San estimates that all the printing will be completed in mid-May. (Media Mgr. 2.5, Proj. Asst. 4)

Breaking News
This month we worked with the Project Mgr. and considered two possible stories for breaking news coverage. The first was in relation to a story published in the San Jose Mercury News about a court ruling regarding the use of pesticides. After making calls to the BASMAA/BADA spokespeople, we decided not to pursue any coverage on this. The second was a story that ran in a syndicated home improvement column in the San Francisco Chronicle regarding use of copper root killers. Working with Don Birrer and Paula Kehoe of San Francisco, ORPR wrote and submitted a letter to the editor regarding the ban of copper sulfate root killer in the region and offering tips for readers dealing with root problems. The letter was not published, but a similar letter submitted by the Palo Alto Regional Water Quality Control Plant was used. Palo Alto’s letter was submitted about three days earlier, which may account for why it was chosen. Additionally, ORPR feels that the Chronicle very likely chose to run Palo Alto’s letter because they received two letter on the same column. (Media Mgr. 4.5)

IPM Pitch
ORPR attended an IPM committee meeting to brainstorm media strategies and then worked with the Project Mgr. to submit a strategy to the media relations committee for review. This included pitching the IPM evaluation results via a press release and pitching a story specifically on yellowjackets via radio PSA copy. ORPR wrote several PSAs and two versions of a press release. The pitch will be conducted in early May. (Media Mgr. 14; Proj. Asst. 3.5)
BASMAA/BADA Media Relations Campaign
Progress Report
May 2000

Reference Guide
ORPR worked with the staff at Central Contra Costa Sanitary District (Central San) on the finalizing the production of the 2000 version of the Reference Guide. The Guide will be shipped in June. (Proj. Asst. 1.5)

Rolodex Card
The design of the new rolodex card was finalized this month. (Media Mgr. .5)

IPM Pitch
ORPR finalized the press releases for the pitch and began making media calls and faxing the PSAs to radio stations. PSAs were sent to 50 Bay Area radio stations. Radio, TV and print were pitched aggressively on the program. Interim press reports have been sent to the project manager. Thus far, the pitches have been well-received. Highlights include: KLIV-FM, San Jose Mercury News and KEAR-FM. (Media Mgr. 18.5 ; Proj. Asst. 17.5)

Breaking News
During the IPM pitch a news story broke about the EPA considering a ban on the insecticide Dursabn. ORPR used this as an opportunity to do another round of pitches. Some radio interviews were in the works as of this writing and Geoff Brosseau was interviewed by KSRO-AM. Pitches will continue into the first few days in June. (Media Mgr. 2.0, Proj. Asst. 1)

Administrative
Write May progress report (Media Mgr. .5)
Final Report
ORPR completed a draft of the final report for FY 99-00 and submitted to Project Manager. (Media Mgr. 16.5; Proj. Asst. 2.5)

Reference Guides
200 guides were printed and distributed to the media along with the rolodex card. Guides have also been distributed to local programs. (Proj Asst. 12.5)

IPM Media Pitch
Pitch continued and coverage was secured with: KRON-TV, the San Jose Mercury News and the Contra Costa Times. ORPR also continued pitching the story as a breaking news item as a result of the EPA's ban on dursban. Pitching this angle resulted in coverage on KLIV-AM, KGO-AM, KCBS-AM. (Media Mgr. 28.5, Proj Asst. 5)

Breaking News
Assisted with sending an op-ed by Don Birrer in response to an ANG story on wastewater pollutants. Shortened op-ed into a letter to the editor for possible extra chance at placement. (Media Mgr. 3.5)

Meetings/Administrative
Prepared for and attended meeting with MR Committee. Also drafted meeting minutes. (Media Mgr. 4.5)

FY 00-01 Workplan
ORPR began drafting the FY 00-01 Workplan based on ideas brainstormed in June meeting. Draft has been sent to project manager. (Media Mgr. 4.5)
## BASMAA/BADA BUDGET
### FY 99-00

<table>
<thead>
<tr>
<th>Task A</th>
<th>Budget</th>
<th>Spent</th>
<th>Leftover</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Tasks</td>
<td>$ 250.00</td>
<td>$ 34.23</td>
<td>$ 215.77</td>
</tr>
<tr>
<td>Hard Costs, Misc., Mailings, Transportation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing of Reference Guides</td>
<td>2316.00</td>
<td>2316.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Rolodex Design &amp; Printing</td>
<td>500.00</td>
<td>615.74</td>
<td>(115.74)</td>
</tr>
<tr>
<td>N. Hartman's services Media Training</td>
<td>3500.00</td>
<td>3700.70</td>
<td>(200.70)</td>
</tr>
<tr>
<td>O'Rorke Hours Managing update of Reference Guide</td>
<td>1500.00</td>
<td>3837.50</td>
<td>(2337.50)</td>
</tr>
<tr>
<td>O'Rorke Hours Managing Design of Production of Rolodex Card</td>
<td>350.00</td>
<td>350.00</td>
<td>0.00</td>
</tr>
<tr>
<td>O'Rorke Hours Preparation for Media Training</td>
<td>3000.00</td>
<td>2087.50</td>
<td>912.50</td>
</tr>
<tr>
<td>O'Rorke Hours General Tasks Development of Workplan</td>
<td>500.00</td>
<td>506.25</td>
<td>(6.25)</td>
</tr>
<tr>
<td>O'Rorke Hours General Meeting attendance, report writing, final report</td>
<td>4750.00</td>
<td>4614.25</td>
<td>135.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 16,666.00</td>
<td>$ 18,062.17</td>
<td>$(1,396.17)</td>
</tr>
<tr>
<td>Task B</td>
<td>Budget</td>
<td>Spent</td>
<td>Leftover</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>--------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>General Tasks</td>
<td>$250.00</td>
<td>$243.56</td>
<td>$6.44</td>
</tr>
<tr>
<td>Hard Costs, Misc., Mailings, Transportation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O'Rorke Hours</td>
<td>500.00</td>
<td>506.25</td>
<td>(6.25)</td>
</tr>
<tr>
<td>General Tasks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development of Workplan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O'Rorke Hours</td>
<td>4,750.00</td>
<td>6,127.50</td>
<td>(1,377.50)</td>
</tr>
<tr>
<td>General Meeting attendance, report writing, final report</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated Pitches</td>
<td>14,650.00</td>
<td>14,235.00</td>
<td>415.00</td>
</tr>
<tr>
<td>Responding to Breaking News</td>
<td>8,184.00</td>
<td>1,450.00</td>
<td>6,734.00</td>
</tr>
<tr>
<td>Total</td>
<td>$28,334.00</td>
<td>$22,562.31</td>
<td>$5,771.69</td>
</tr>
</tbody>
</table>
APPENDIX D:
Media Who Received Reference Guide
Omar Varagas
4010 Finley Ave.
KBBF-FM
P.O. Box 7448
Santa Rosa, CA 95407-6614

Chris Cortez
Public Affairs Director
KCSM-FM
1700 West Hillsdale Blvd.
San Mateo, CA 94402-3757

Blanton Alsopugh
Program Director
KKHI-FM
770 Tamalpais Drive, #208
Corte Madera, CA 94925-1736

Joe Rudolph
General Manager
KPOO-FM
1329 Divisadero St.
San Francisco, CA 94115-3912

Dan Hatfield
Editorial Page Editor
Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596-0088

Jim Bruggers
Environment
Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596-0088

Patty Amador
Home
Daily Republic
P.O. Box 47
Fairfield, CA 94533-0747

Kristin Butler
Environment
Fremont Argus
39737 Paseo Padre Parkway
Fremont, CA 94538-2957

David Price
Editor
Oakland Tribune
66 Jack London Square
Oakland, CA 94607-3726

Dennis Oliver
Environment
Oakland Tribune
66 Jack London Square
Oakland, CA 94607-3726

David Elsey
Public Affairs Director
KALX-FM
26 Barrows Hall, #5650
Berkeley, CA 94720-5650

Merc Herbert
Public Affairs Director
KJFC-FM
12345 El Monte Road
Los Altos Hills, CA 94022-4504

Joe Cooper
Public Affairs Director
KKSF-FM
340 Townsend, 4th Floor
San Francisco, CA 94107-1633

Stan Marvin
Promotion Director
KRCB-FM
5850 LaBath Ave.
Rohnert Park, CA 94928-2041

Dave Weinstein
Special Sections Editor
Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596-0088

Julie Shippen
Home & Garden Editor
Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596-0088

Mark Derry
Editorial Page Editor
Dispatch
6400 Monterey St.
Gilroy, CA 95020-6685

Gary McMillan
Editorial Page Editor
Fremont Argus
39737 Paseo Padre Parkway
Fremont, CA 94538-2957

Debbie Gump
News Editor
Marin Independent Journal
150 Alameda del Prado
Novato, CA 94949-6698

Peggy Stinnett
Editorial Page Editor
Oakland Tribune
66 Jack London Square
Oakland, CA 94607-3726

Steven Jester
Public Affairs Director
KATD-AM
1251 Monument Blvd., #260
Concord, CA 94520-4450

Tracee Sterling
Public Affairs Director
KISS-FM
750 Battet St., Suite 200
San Francisco, CA 94111

Laurie Puccio
Public Affairs Director
KOTT-AM
455 Market St., #2300
San Francisco, CA 94105-2400

Colin Bogart OR
Public Affairs Director
KUSF-FM
2130 Fulton St.
San Francisco, CA 94117-1080

Mike Tausher
Environment
Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596-0088

Kathleen L'Ecluse
City & Environment Editor
Daily Republic
P.O. Box 47
Fairfield, CA 94533-0747

Tony Solis
Features Editor
Dispatch
6400 Monterey St.
Gilroy, CA 95020-6685

Cathy Schutz
Home & Garden
Fremont Argus
39737 Paseo Padre Parkway
Fremont, CA 94538-2957

Rebecca Larsen
Environment, Home & Garden
Marin Independent Journal
150 Alameda del Prado
Novato, CA 94949-6698

David Price
Editor
Palo Alto Daily News
329 Alma Street
Palo Alto, CA 94301-1018
Sandy Lee
Producer
KRON-TV
P.O. Box 3412
San Francisco, CA 94109

Erica Sanson
Assignment Editor
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Henry Tenenbaum
Reporter
KRON-TV
P.O. Box 3412
San Francisco, CA 94119

Eric Hulnick
News Director
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Melba Dangerfield
Public Service Director
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Maggie Scura
Medical/Health Anchor
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Tony Bonilla
Assistant News Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Kevin Kaiser
News Assignment (Weekends) Editor
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Kenny Wardell
Media Relations Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Tom Vacar
Consumer Interest Editor
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Greg DeRego
Assignment Editor
KGO-TV
900 Front St.
San Francisco, CA 94111

Molly McCrea
Health Producer
KPIX-TV
P.O. Box 26555
San Francisco, CA 94111

Kathy Whitman
Reporter
KGO-AM
900 Front St.
San Francisco, CA 94111

Cristina Gastelu
News Assignment Editor
KNTV-TV
645 Park Ave.
San Jose, CA 95110

David Lee
Sports Director
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Jay Martinez
News Assignment Editor
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Andrew Finlaysin
News Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Steve Poitras
Promotion Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Randy Shandobil
Political Editor
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Maricelo Quijano
Assignment Editor
KPIX-TV
P.O. Box 26555
San Francisco, CA 94111

Rose Gaulbault
Public Affairs Director
KGO-TV
900 Front St.
San Francisco, CA 94111

R.J. Peruman
Reporter
KGO-AM
900 Front St.
San Francisco, CA 94111

Roberto Munoz
News Editor
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Ellis Levinson
Consumer Interest Reporter
KNTV-TV
645 Park Ave.
San Jose, CA 95110

Caroline Chang
Program Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Mark Richardson
News Assignment (Night) Editor
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Rosy Chu
Public Service Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Brian Banmiller
Business Reporter
KTVU-TV
P.O. Box 22222
Oakland, CA 94607

Mark Ibanez
Sports Director
KTVU-TV
P.O. Box 22222
Oakland, CA 94607
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Address</th>
<th>City, State, Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Martin</td>
<td>Meterologist</td>
<td>KTVU-TV</td>
<td>P.O. Box 22222</td>
<td>Oakland, CA 94607</td>
</tr>
<tr>
<td>Joseph Ahern</td>
<td>General Manager</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Greg Giusso</td>
<td>Programming Coordinator</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>David Metz</td>
<td>Program Director</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Lynne MoK</td>
<td>Assistant Program Director</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Ginny Yamate</td>
<td>Community Services Manager</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Margaret Poindexter</td>
<td>News Assignment (Night) Editor</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Jonathan Smith</td>
<td>Advertising Sales Manager</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Michael Finney</td>
<td>Consumer Interest Reporter</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Dean Edell</td>
<td>Medical/Health Reporter</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Susan Maree</td>
<td>Medical/Health Researcher</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Eric Christiansen</td>
<td>Sports Director</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Spencer Christian</td>
<td>Meterologist</td>
<td>KGO-TV</td>
<td>900 Front Street</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Jerry Eaton</td>
<td>General Manager</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>John Catchings</td>
<td>Operations Director</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Rosemary Roach</td>
<td>Program Director</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Daniel Webster</td>
<td>News Director</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Leona Wong</td>
<td>News Assignment (Night) Editor</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Bill Payer</td>
<td>News Assignment (Weekends) Editor</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Fritz Lichty</td>
<td>News Assistant Managing Editor</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Tony Tantillo</td>
<td>Consumer Interest Reporter</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Dawn Angelis</td>
<td>News Executive Producer</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Lena Sullivan</td>
<td>Public Affairs Director</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Hank Plante</td>
<td>Political Reporter</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Drew Soicher</td>
<td>Sports Director</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Roberta Gonzales</td>
<td>Meteorologist</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Brian Sussman</td>
<td>Meteorologist</td>
<td>KPIX-TV</td>
<td>P.O. Box 26555</td>
<td>San Francisco, CA94111</td>
</tr>
<tr>
<td>Larry Shenoisky</td>
<td>Operations Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>San Francisco, CA94119</td>
</tr>
<tr>
<td>Janette Gitler</td>
<td>Program Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>San Francisco, CA94119</td>
</tr>
<tr>
<td>Daniel Rosenheim</td>
<td>News Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>San Francisco, CA94119</td>
</tr>
<tr>
<td>Name</td>
<td>Title</td>
<td>Company</td>
<td>Address</td>
<td>Zip</td>
</tr>
<tr>
<td>--------------------</td>
<td>--------------------------------------</td>
<td>---------------</td>
<td>------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Lisa White</td>
<td>Assistant News Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Tom Newton</td>
<td>News Assignment (Night) Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Jan Blair</td>
<td>News Managing Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Emerald Yeh</td>
<td>Consumer Interest Reporter</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Pam Moore</td>
<td>Medical/Health Reporter</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Gary Radnich</td>
<td>Sports Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Melinda McIntire</td>
<td>News Assignment Senior Director</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Giselle Blong</td>
<td>News Assignment (Weekends) Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Javier Valencia</td>
<td>Public Affairs Manager</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Joe Ducey</td>
<td>Consumer Interest Reporter</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Brian Hackney</td>
<td>Science Reporter</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Glenn Adams</td>
<td>News Assignment Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Al Holzer</td>
<td>News Vice President</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Mia Zuckerkandel</td>
<td>Special Projects Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>Kevin McCormack</td>
<td>Medical/Health Editor</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
<tr>
<td>David Wright</td>
<td>Political Reporter</td>
<td>KRON-TV</td>
<td>P.O. Box 3412</td>
<td>94119</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>San Francisco, CA</td>
<td>94119</td>
</tr>
</tbody>
</table>
own for mayor the bedfellows voted 3 Mayor Brown's rec 14 runoff against dem of the Board of "It would be irre- w sper, county GOP spier, "Al- say, "Al- lyor Brown, shall we Republican icon, Tom s uncharted territory can- just to most of us on the s, but we can assume

minute test ISTS say they can tell e minutes whether a ge will end in divorce. ashington researchers ples married less than the key predictor was handled disagree-

begun at a level on the and never do anything and went downhill from was doomed.

surprised that it took

Faith in Microsoft

Many of Microsoft's grateful and admiring customers are clearly disappointed, although not surprised, at the recent ruling in the antitrust action against Microsoft. We realize that it would have required a judge of unusual integrity to resist the lynch-mob mentality of so many powerful bureaucrats and envious Microsoft competitors.

Microsoft's unusually large market share is the result of the free, voluntary choices of millions of consumers who believe their lives have been enhanced by Microsoft's highly reliable and effective products.

But it seems that, by virtue of the special insights he gained in the trial, Judge Thomas Penfield Jackson somehow knows that we would all be much better off if Microsoft had never existed, or at least if it had not been so successful.

His decision against Microsoft is hailed as "a victory for consumers." And like parasites ready to pounce on a bleeding carcass, various states' attorneys are ready to profit from the imposition of lucrative fines on Microsoft when the federal government has completed the damage it plans for this "enemy of consumers."

It is indeed troubling to observe the government using its special

How to reach the Editorial Pages

Information: (415) 777-9716
Other inquiries: (415) 777-9715
Letters editor: (415) 777-9702
Opinion Page editor: (415) 777-9700
Editor of the Editorial Pages: (415) 777-9702
Fax: (415) 777-9124
E-mail address: letters@examiner.com
Postal address: Letters to the Editor
San Francisco Examiner
P.O. Box 7250
San Francisco, CA 94120

We welcome letters, which should be brief, typed and must include the writer's name, address and telephone number.

Marketing and Operations
San Francisco Newspaper Agency
925 Mission St.
San Francisco, CA 94103
Steven Falk President and CEO
Vice Presidents

James W. Atte Human Resources/Labor Relations
James L. Clancy Chief Financial Officer
John F. Denom Production
Bartley C. Green Advertising
Stephen C. Johnson Circulation

Home delivery
Customer service fax: (415) 543-8416
Customer service: (415) 777-7800
Home delivery rates for one-week period: Alameda & Sunda-
day, $4.00; Wednesday, $1.50; and Saturday, $1.00. Additional is $11.00 and includes seven special 1999 editions of September 18, September 25, October 2, October 9, October 16, and December 12. Second Sunday only is $9.00 and includes eight special 1999 editions of September 25, October 2, October 9, October 16, November 25, December 2, December 12, January 12, and December 12, 1999. All issues are $10.00 and include daily delivery available in San Francisco County. Prices subject to change. Payment in full for approved sales tax and reimbursement calculated based on billing. Call the nearest mail available for San Francisco County. Delivery in other areas, see your local telephone directory.

Classified advertising (415) 777-7771
7 a.m. to 8:30 a.m. Monday through Saturday, and between 8:30 a.m. and 11 a.m. Sunday, 3-4:30 p.m. For delivery in other areas, see your local telephone directory.

The Hearst Corporation. All Rights Reserved.
due to the amount of urine which finds its way into the machinery. Allowing this to occur does little to help the homeless and it makes living here a nightmare.

We continue to hear promises from the mayor, while the situation worsens. The supervisors continue to make promises, but most of them seem too tied up in their little special interests or making a fuss about some national issue. We have got to have some leaders who are as disgusted by what this city is becoming as we are and start taking action to clean up the streets. We never thought we would say such a thing, but we have got to run this city the way some of the clean Eastern cities run theirs. Take a lesson, Willie.

Soon we will not make our living from tourists because they will choose not to come into such a nasty-looking and nasty-smelling city. There are too many desirable and clean places to visit.

Marilyn and Henry Breen
San Francisco

Vancouver 'Street Life'

Editor — Like Ken Niemi
(Letters, August 8), I recently returned from a four-day vacation in Vancouver.

I agree that in terms of urban planning, Bay Area leadership could learn a great deal, particularly in the following areas:

1. The creation of a world-class airport on waterfront landfill;
2. The development of extensive high-rise residential living facilities within walking distance of the core city;
3. Having an integrated transportation system involving light-rail, water-taxis and buses.

However, I greatly disagree with the concept of retail being connected underground with transit malls above. This has resulted in a complete lack of street life in that area and the transformation of a once active Greenville Avenue into blank walls and shabby storefronts culminating in a rundown area of iron-based liquor stores and sex shops. In fact, the only times I was panhandled while exploring much of this vibrant city was while waiting for a bus on the transit mall.

KENT CARTHEY
Walnut Creek

A Webvan Victim

Editor — My husband and I read with interest (and some amusement) Carol Sholin’s letter in the August 7 Chronicle, “The Web Is No Place to Buy Groceries.” We had a similar bad experience with Webvan a week ago.

Our order arrived 20 minutes late. Not too bad. We could have forgiven that. But the delivery was missing over half the items we had ordered (out of an approximately $100 order!). My husband tried calling cus-

Satisfied Customer

Editor — I, too, have used webvan.com, the online grocery store, and I have been thrilled with them. (Letters, August 7). I have used Webvan numerous times. At one point this summer, I used them several times in one week. Ninety percent of the time the groceries arrived on time.

Occasionally there will be one or two items missing, but this happens very rarely and Webvan always offers to bring the item out the next day. I’ve always refused their offer. This is a grocery item we’re talking about here, not a lifesaving drug!

Webvan is convenient. I shop in short spurts of time while doing things around the house, and then place my order at my convenience. I schedule delivery around dinner-time, so that if for some unavoidable reason (like a car accident on 880) the delivery is a few minutes late, I’m not impacted.

Webvan has been delivering groceries for about six months or so, and yes, the company still has a few kinks to work out, but even with the “kinks” it’s better than going to the grocery store. Unlike Carol, I encourage all my friends to use web-

A Y2K Proposal

Editor — I have a plan for people to be prepared for the Y2K “disaster” and to help the homeless.

The Chronicle should suggest that people stock up a two weeks’ supply of food (or at least some food) and then if this Y2K “global disaster” doesn’t happen, and I don’t think it will, then people could give their canned goods and nonperishables that were stocked up to a soup kitchen.
Gardening with a Conscience

A growing awareness leads to the use of less-toxic pest controls
A growing awareness leads to the use of less-toxic pest controls

BY JOAN JACKSON
Mercury News

WHEN Ken Arcia first spotted aphids on his roses, his instinctive reaction was "to blast those roses with something that would work really fast."

The Hayward resident headed for his neighborhood nursery intent on a chemical cure. There, the nurseryman steered him away from the harsher chemical solutions and Arcia took home insecticidal soap.

"The soap worked; it's better for the environment; and I'm very happy with the whole thing," Arcia says.

This is the new face of gardening — kinder, gentler pest control.

Where super-strength, broad-range pesticides were once the solution of choice, savvy gardeners are now reaching for less-toxic pest controls that do the job without the arrogance of overtkill.

It makes sense: Why use a cannon to kill a flea?

See TOXIC, Page 7E

---

When less is best

REACH A LABEL

Precautionary statements:
Known hazards to humans, domestic animals and the environment.

Note to physicians:
Actions a doctor should take if the product comes into contact with skin or eyes.

Controls:
Pests that the product is formulated to control.

Plants:
Plants that can safely be treated with the product; if the product can be used on food plants, the label also tells you how many days before harvest you can apply the product.

ATTRACTING BENEFICIAL INSECTS

There are ways to attract and keep the "good guy" bugs in your garden:

- Stop using broad-spectrum pesticides. They kill the good bugs as well as the bad bugs. Once pesticides eliminate the beneficial insects, the bad guys are free to multiply without a natural check.
- Provide food and water for the adult forms of beneficials. You can attract and keep a wide variety of beneficial insects by including plants that are rich in pollen and nectar. Some also need water from dew, irrigation or other sources to sustain them during dry periods.
- Plants that appeal to beneficials include aster, calendula, California poppy, chervil, cosmos, dill, fennel, monkey flower, Queen Anne's lace, rosemary, sunflower, sweet alyssum, tansy and yarrow.

KEEP IN MIND

Keep in mind that a healthy garden filled with a wide variety of flowering plants is more resistant to pest damage. A healthy garden will also attract beneficial creatures such as dragonflies, ladybugs, lacewings, syrphid flies and minnows, which feed on pests.

There are other garden tricks:

- Select pest- and disease-resistant plants. For instance, some roses are more resistant to blackspot and mildews, certain tomatoes are more resistant to disease and some flowers are bred for mildew resistance.
- Plant a diversity of species. This ensures that a single pest problem will not devastate your entire landscape.
- Keep plants healthy by properly watering and fertilizing them. A healthy plant can fight off infections more easily than a sickly one.
- Reduce or eliminate the use of broad-spectrum pesticides in your yard. Make sure the pesticide you choose is labeled for use on that plant and that pest.
- Read the label. If more than one product works on your particular problem, then select the least toxic pesticide.
- Buy only the amount you can use in one season.

Source: Naturally Managing Pests With A Healthy Garden

STEVIE LOPES — MERCURY NEWS
Fremont Argus  
Saturday September 25, 1999  

Tire fire fumes could harm bay  

Chemical exposure might worsen, say experts  

By Mike White  
STAFF WRITER  

Potentially toxic fumes emanating from a massive Central Valley tire fire could lead to more contamination in San Francisco Bay, environmental officials warned Friday.  

Pollution from the fire could lead to increased levels of harmful chemicals in the Bay, including dioxins, said Phil Bobel, manager of environmental compliance for the Palo Alto Regional Water Quality Control Plant.  

"Anything that contributes to the dioxin level in the Bay is a problem," Bobel said. "It is adding to a problem that we already have."  

The fire, which is burning more than 5 million tires, started Wednesday in the Central Valley town of Westley, which is 25 miles south of Tracy.  

The fire, caused by a lightning strike, is sending toxic chemicals into the air, including dioxins, said Josette Merced Bello of the San Joaquin Valley Air Pollution Control District.  

Dioxins are sometimes created when oil burns. However, the chemicals have not been found in high enough concentrations to cause any serious danger, Merced Bello said.  

Tests in Westley and nearby Patterson have shown no elevated levels of particulate or hydrocarbons in the air, said David Jones of the Stanislaus County Office of Emergency Services.  

"They have not come down," Jones said of the particulates.  

But those who protect the Bay's waterways note that the chemicals must come down at some point. When they do, rain runoff could bring the particles into the San Joaquin Delta, which feeds into the Bay.  

The Bay's aquatic life -- which already is suffering -- could be further harmed, Bobel said.  

In 1994, the San Francisco Bay Regional Water Quality Control Board and other state agencies measured the level of chemicals in fish found in the Bay. Six chemicals
found in fish tissues exceeded advised levels, including dioxins/fu rans.

Officials then sent out a sport fishing advisory in the Bay, which recommended that adults should eat no more than two fish meals per month. Children and pregnant woman were advised to eat no more than one meal per month.

There is a potential in creased risk of cancer due to exposure to dioxin.

A spokesman with the Cen tral Valley's Regional Water Quality Control Board said it is highly unlikely that particles from the fire would have any effect on waterways, consid ering the massive amounts of water involved.

Geoff Brosseau, executive director of the Bay Area Stormwater Management Agencies Association, agreed that the chemicals could be diluted by the water. But he said it could also be the other way around.

"In the water arena, we are dealing with pollutants that are relatively small in concentration," he said. "Surprisingly small amounts of pollution can cause environmental damage or accumulate over time."

The concern about the fire's impact on the Bay comes partly from the height ened awareness about the role that airborne particles play in polluting the waterways. Brosseau, for one, has been in volved in trying to raise awareness about how cars contribute to the Bay's pollution.

Tiny particles from brake pads, for instance, fall onto roads. Rain, in turn, brings these particles into the Bay. The association is working with the Air Quality Manage ment District to better deal with these kinds of pollutants, he said.

"We're just now trying to understand how these process work," he said.
Overkill is out in pest control

By Joan Jackson
SAN JOSE MERCURY NEWS

WHEN KEN ARCIA first spotted aphids on his roses, his instinctive reaction was "to blast those roses with something that would work really fast."

The Hayward resident headed for his neighborhood nursery intent on a chemical cure. There, the nurseryman steered him away from the harsher chemical solutions, and Arcia took home insecticidal soap.

"The soap worked; it's better for the environment; and I'm very happy with the whole thing," Arcia says.

This is the new face of gardening -- kinder, gentler pest control.

Where super-strength broad-range pesticides were once the solution of choice, savvy gardeners are now reaching for less-toxic pest controls that do the job without the arrogance of overkill.

It makes sense: Why use a cannon to kill a flea? Or an aphid? Diazinon will kill aphids, but diazinon also kills beneficial insects and birds, contaminates the waterways, and especially affects aquatic species in

"Less-toxics are now a trend," says Ron Kanemoto, general manager at Yamagami's Nursery in Cupertino. "We are finding a great interest among customers when they are presented with an opportunity to use these less-toxic controls. They jump at the chance to use safer products."

The kinder, gentler toxics have been around for years. But Bay Area nurseries now are expanding their product offerings and encouraging buyers to check them out. Fueling this trend is the "Our Water, Our World" program by the Bay Area Clean Water Agencies, a group of more than 20 regional stormwater and waste water agencies.

In its second year at local hardware stores and garden centers, the group encourages retailers to offer choices and provides training if needed. Many nurseries already carried many of the less-toxic products, and others were willing to expand the range they stocked.

Some 80 stores in the greater Bay Area now participate in the program. These numbers may not sound like much when you think of all the chains and stores selling pesticides. But Geoff Brosseau, executive director for the Bay Area Stormwater Management Agencies Association says it is not a matter of how many stores, but the type of store and location in every community.

"The first year we had four stores region-wide; now we have close to 100," Brosseau says. "A good yardstick is whether the public has relatively convenient access to this information on less-toxic pest controls."

A report evaluating the first year's efforts shows sales of less-toxic products increased 19 percent, while sales of toxic products dropped 12 percent.

Kanemoto says the figures are far higher at Yamagami's. "I'd say 85 percent of what we sell is less-toxic chemicals, and 15 percent is the stronger stuff," Kanemoto says.

The drop in toxic product sales included diazinon and chlorpyrifos sold as Dursban -- two common home and garden
Overkill is out in pest control

pesticides that the U.S. Environmental Protection Agency has identified as major pollutants of the Bay and urban creeks throughout the Bay Area.

Runoff from lawn, garden and home use is one of the main sources of diazinon and chlorpyrifos pollution, so it is important to use less-toxic products in the home, experts say.

"These results help confirm what clean water agencies have believed all along," says Phil Bobel of the Environmental Compliance Division of the Regional Water Quality Control Plant in Palo Alto. "If given helpful information right in the store and employees educated in the use of less-toxic products, people will make safer environmental choices."

Kanemoto agrees. "We don't tell people, 'Don't buy that, buy this instead.' We ask, 'What is your pest problem?' and then show the various alternatives that can be used. This program and training is really what we need as a nursery to provide our customers with the latest product information," he says. "That ultimately means we are providing better service to our customers."

Arcia's problem with aphids is a common one in the summer garden. Gardeners also struggle with mildew and black spot on roses, mites on fruit trees, ants indoors and out, snails and slugs among the vegetables, and disease in the lawn.

In addition to the hard-core chemicals for these problems, less-toxic cures include such simple solutions as using water straight from the hose to blast aphids from plants. Insecticidal soap, sticky barriers, row covers and traps are among the list of less-toxic choices that are finding favor with home gardeners.

"We probably can't change the world overnight. And this will be a long process," admits Bart Brandenburg, pollution-prevention program superintendent of the Central Contra Costa Sanitary District.

"But the less-toxics we recommend now will not be tomorrow's problems. For instance, we don't recommend pyrethrin-based products because those pesticides, we believe, will be tomorrow's problems," he says. "There always seems to be another chemical on the market to replace one that
Overkill is out in pest control

is removed from the market."

Consumers looking for a nearby store involved with "Our Water, Our World" can call 888-BAYWISE (888-229-9473) for more information. A series of fliers on less-toxic practices is available at participating stores or by calling the information number.