



B A S M A A

- Project:** Regional Media Relations
- Description:** The media relations project is part of an overall awareness campaign. The goals and objectives of the project are to: 1) develop long-term relationships with regional media outlets to educate the media generally on issues and generate more press calls when news broke (reactive), and 2) generate press coverage to change the general public's water polluting behaviors (proactive).
- FY:** 96/97 - Phase 1; 97/98 through 14/15
- Overseer:** Public Information / Participation Committee
- Contracting Agency:** Bay Area Dischargers Association ("Bay Area Clean Water Agencies" or "BACWA" after 2000) (BADA/BACWA)
- Contractors:** FY 96/97 - SR Marketing
- FY 97/98 - O'Rorke PR & Advertising; Fred LaCosse; Cecelia Wong; Kathryn Loh; KTVU
- FY 98/99 through FY 00/01 - O'Rorke PR & Advertising; Hart Media Inc.; Sheila Tucker
- FY 01/02 through FY 03/04 - O'Rorke PR & Advertising; Sheila Tucker
- FY 04/05 through FY 08/09 - O'Rorke PR & Advertising; Jacqueline Kepke (CH2MHill)
- FY 09/10 through FY 14/15 - O'Rorke PR & Advertising
- Budget:** \$25,000 annually through 04/05; \$30,000 annually 05/06 through 08/09 (with equal match from BADA/BACWA); \$30,000 annually 09/10 through 14/15
- Status:** Done
- Deliverable(s):** FY 96/97 - Work Plan; Database of regional media; Spokespersons list
- FY 97/98 - Media training; Backgrounder; Contact sheets; At-a-Glance Fact Sheet; Editorial Board meeting materials; Spring campaign with demonstration site and media event; Meteorologist Messages; Coverage tracking information; Progress Reports

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FY 98/99 – Work Plan; Media training; Contact sheets; *1999 Water Pollution Reference Guide*; Press briefing sessions; Story pitches: IPM, general water pollution prevention, and auto emissions; Progress Reports

FY 99/00 – Work Plan; Media training; *Bay Area Water Pollution Reference Guide* (2000); Rolodex card; Four planned story pitches: mercury, Coastal Clean-up Day, auto emissions, and pesticides; Breaking news responses including rainy season pitch and letters to the editor; Final Report (July 2000)

FY 00/01 – Work Plan; Media training; Contact sheets; Seven planned story pitches: vehicle maintenance during the rainy season, burning wrapping paper (in collaboration with BAAQMD), mercury, woodsmoke emissions, pesticides, household chemicals, and vehicle emissions; Breaking news responses including phase out of diazinon and letter to the editor; Final Report (September 2001)

FY 01/02 – Work Plan; Local agency media training; Ten planned story pitches: mercury, vehicle maintenance, impervious surfaces, burning wrapping paper (in collaboration with BAAQMD and San Francisco DOE), pesticides, TMDLs, car washing, litter (in collaboration with Keep California Beautiful), lindane, and hiring pest-control operators; Breaking news responses including letter to the editor; Final Report (August 2002)

FY 02/03 – Work Plan; Seven planned story pitches: one each on vehicle pollutants, lindane, litter (in collaboration with Caltrans), fats oils and grease, the Regional Monitoring Program (in collaboration with SFEI), and two on mercury; Breaking news responses; Media mailer; Survey of media personnel; Final Report (August 2003)

FY 03/04 – Work Plan; Six planned pitches: one each on first rains, wood burning (in collaboration with BAAQMD), new development, the draft Mercury TMDL (in collaboration with Clean Estuary Partnership), hiring a pest control operator, and household hazardous waste; Two sets of previously developed PSAs resubmitted to radio stations on burning gift wrap during the holiday season and pesticides; Media “e-mailer”; Final Report (August 2004)

FY 04/05 – Work Plan; Three planned pitches: one each on mercury TMDL, household hazardous waste, and IPM annual conference; Additionally, messages on water pollution during rains were developed for use by television meteorologists; Media “e-mailer”; Final Report (August 2005)

FY 05/06 – Work Plan; Six planned pitches: one each on pesticides in urban creeks TMDL; FOG (fats, oils and grease); fluorescent bulb disposal; gift wrap burning; pharmaceutical take-back events; and translation into Spanish of *Our Water, Our World* fact sheets; Additionally, messages on water pollution during

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rains were again pitched to television meteorologists; Final Report (August 2006)

FY 06/07 – Work Plan; Four planned pitches: one each on pesticides, mercury fever thermometer exchanges, lawn PSAs and FOG; Pursuit of new venues - calendar listings and FM radio morning shows; Final Report (August 2007)

FY 07/08 – Work Plan; Six planned pitches (including PSAs): one each on recycled water workshop, *Our Water Our World* branding campaign, pest control operators (EcoWise Certified), Top 5 Things You Can Do for the Bay, Pollution Prevention Week PSAs, and car washing PSAs; Outreach to new groups of reporters - green and business reporters; Final Report (August 2008)

FY 08/09 – Work Plan; Final Report (August 2009)

FY 09/10 – Work Plan; Three planned pitches: one each on pesticides, litter / trash, and car washing; Final Report (June 2010)

FY 10/11 – Work Plan; Six planned pitches (including PSAs): one each on rainy season / maintenance PSAs, no burning holiday gift wrap, reusable lunchboxes / water bottles, hiring an IPM certified PCO, ant control PSAs, and summertime reusables / anti-litter tips; Final Report (June 2011)

FY 11/12 – Work Plan; Six or more planned pitches (including PSAs): Save the Bay / trash hot spots, no burning holiday gift wrap, rainy season PSAs, baseline liter survey, car washing PSAs, pools and spas, pesticides-exterior spraying PSAs, and pesticides-exterior spraying / new DPR regulations; Final Report (June 2012)

FY 12/13 – Work Plan; Six or more planned pitches (including PSAs): pesticides-exterior spraying, IPM Advocates, holiday pitch, bag ban, *Be the Street*, Car Washing PSAs, and green streets; Final Report (June 2013)

FY 13/14 – Work Plan; Six planned pitches: green streets, ants / pesticides, holiday pitch, IPM Advocates / DPR Award, *Our Water, Our World* app, and trash; Final Report (June 2014)

FY 14/15 – Work Plan; Six planned pitches: social media, ants / pesticides, no burning gift wrap, car washing, trash, and native plants; Final Report (July 2015)