

**BASMAA**  
**Media Relations Campaign**  
**Final Report FY 2010-2011**

**Submitted by O'Rorke Inc**  
**June 30, 2011**

During the fiscal year 2010-2011, O'Rorke Inc. continued to serve as BASMAA's media relations contractor.

Early in the year O'Rorke worked directly with project manager Sharon Gosselin and the PIP committee to brainstorm pitch topics. The result was several planned pitches and distributing radio/online public services announcements on key stormwater issues as well as monitoring of breaking news opportunities. Additionally, O'Rorke provided localized templates of each release developed for use by local agencies to pitch community-specific media.

The pitches resulted in thirty-five total media placements. The report that follows gives a synopsis of each pitch and the number and type of placements each garnered. Details coverage reports for each pitch are attached.

**Rainy Season/Car Maintenance PSAs**

O'Rorke drafted a series of public service announcements (PSAs) for use on radio. The copy focused on the importance of basic car maintenance, particularly fixing leaks, in the rainy season.

The PSAs were aired on eleven radio stations, posted on ten station websites and also resulted in interviews on two radio stations for a total of twenty-three placements.

**Don't Burn Holiday Gift Wrap**

O'Rorke drafted a press release focusing on the pollution caused when holiday gift wrap is burned or used as a fire starter.

This pitch resulted in five placements: four radio stories and coverage on KQED's blog.

**Reusable Lunch Boxes/Water Bottles**

To call attention to one of the major pollutants BASMAA is dealing with, O'Rorke conceived of a pitch designed to call attention to litter via choices a consumer can

make in daily behaviors. Two press releases were drafted: one dealt with eating on the go and how reusable items can fit into that (reusable coffee cups, water bottles, etc). The other release, sent to parenting publications, focused solely on building a greener lunch box for children.

This pitch resulted in one interview placement on the family-friendly station, KMKY (Radio Disney).

### **Hiring an IPM Certified PCO**

This pitch focused on the wide availability of pest control operators certified in integrated pest management (IPM) techniques. O'Rorke worked to have BayWise.org updated to include a "box" on the homepage advising users to "click here to find a pest control professional." Also included were links to listings of Bay Area contractors certified by three different programs.

This pitch resulted in three placements: one on claycord.com and two radio interviews. The claycord story drove eighty-six visitors to BayWise.org the day it was posted. Since the pitch began, the pest control page has received over 150 visitors.

### **Ant Control PSAs**

These PSAs dealt with effective ways to control ants and also promoted BayWise.org as a resource for pest control information.

The PSAs aired on three stations: KLIV, KDIA and KCBS.

### **Summertime Reusables/Anti-Litter Tips**

This pitch began at the end of the FY and, although some media outlets expressed interest in running the tips and/or using them in conjunction with other summertime/destination stories, no placements have been confirmed as of this writing.

### **Recommendations for FY 2011-12**

- Work to find new ways to present the litter story and messages to the media. O'Rorke found this topic to be a "tough sell." It may be, in part, because downsizing at news organizations has made lighter, lifestyle-oriented pieces more difficult to get covered. But there also did seem to be a real lack of interest in this topic from the media.
- Look to new local/regional studies as a jumping off point for pitching. Timeliness and a sense of having real news to share would help get BASMAA

more coverage.

- Continue to pitch FM radio stations and seek out public affairs coverage via PSAs or direct pitches. Public affairs directors have been receptive to BASMAA messages.
- Update BayWise.org to include more stormwater related information.
- Continue to pitch/seek out online coverage as much as possible. One story on claycord.com drove over eighty visitors to BayWise.org. Online stories and placements can lead to the public directly getting even more information about water pollution prevention activities at home.
- Brainstorm things on the horizon in the next six months that could prove to be strong media opportunities for BASMAA. This could range from new regulations to surveys and studies.

## Rainy Season/Car Maintenance PSA Coverage Report

### Online

- [KISS-FM \(98.1\)](#)
- [KMEL-FM \(106.1\)](#)
- [WILD 94.9](#)
- [KKSF-FM \(103.7\)](#)
- [STAR 101.3](#)
- [GREEN 960](#)
- [910 KNEW](#)
- [KKIQ-FM \(101.7\)](#)
- [KKDV-FM \(92.1\)](#)
- [107.7 THE BONE](#)

### Radio

- KISS-FM (98.1)
- KMEL-FM (106.1)
- WILD 94.9
- KKSF-FM (103.7)
- STAR 101.3
- GREEN 960
- 910 KNEW
- KIQI-AM (1010) (Spanish)
- KKIQ-FM (101.7)
- KKDV-FM (92.1)
- KUFY-FM (98.5) (KFOX) – Will begin airing week of 12/27

### Radio (Interview)

- **KEAR-AM (610)**. Sharon Gosselin w/ Jonathan Rickert on Tuesday 12/14. Two 5-minute segments aired Wednesday 12/15/10 and Thursday 12/16 at both 11:04 a.m. and 4:04 p.m.
- **Radio Disney KMKY-AM (1310)**. Sharon Gosselin w/ Shalon Rogers on Monday 11/20 at 11 a.m.

## Don't Burn Gift Wrap Coverage Report

### Radio

- **GREEN 960.** Sharon Gosselin w/ Sebastian Kunz on Friday 12/10/10.
- **KEAR-AM (610).** Sharon Gosselin w/ Jonathan Rickert on Tuesday 12/14/10. Two 5-minute segments aired Wednesday 12/15/10 and Thursday 12/16/10 at both 11:04 a.m. and 4:04 p.m.
- **KGO-AM (810).** Sharon Gosselin w/ Ravi Peruman on Monday 12/20/10.
- **KCBS-AM (740).** Lisa Fasano (Air District) on Friday 12/24/10. Two segments.

### Online

- **KQED News Fix Blog.** [What Not to Burn This Holiday Season](#). Dan Brekke. 12/24/10.

## Reusable Lunch Box/Water Cups Media Coverage Report

### Radio

- KMKY – Geoff Brosseau interviewed by Shalon Rogers on March 30<sup>th</sup>.

## Hiring an IPM Certified PCO Coverage Report

### Online

- [Claycord.com](http://Claycord.com)

### Radio

- KEAR – Interview with Jim Scanlin; aired in two parts on two consecutive days.
- KIQI – Interview with Ricardo Barajas

## Ant Control PSA Coverage Report

### Radio

- KCBS
- KDIA
- KLIV