

**BACWA/BASMAA Media Relations Campaign
FY 07-08 Task B Work Plan Brainstorming**

- Recycled water – Coordinate with RW Committee on pitching workshop (between Labor Day and Columbus Day)
- OWOW branding (July)
- EcoWise (early next FY)
- FOG
 - Short press release with photos, good for a filler story
 - Focus on turkey fryers if regional sticker effort goes forward
 - Multi-family dwellings
- Pet waste
 - Recent campaign in SF
 - Love your dog and love the Bay—picking up after pets prevents bacteria from washing into waterways
 - Flushable cat litter is encouraging people to flush cat feces, which contains a parasite harmful to sea otters (article in SJ Merc last month)
- Trash—coordinate with BASMAA Regional Ad Campaign (Fall)
- Risk reduction for PCBs and mercury
 - Target audience is non-English speaking
 - Message may need to come from health agencies, not clean water agencies
- Clean medicine cabinet/bathroom—disinfectants, pharmaceuticals, cleaning products
- Cigarette butts
 - Keep your butt out of the Bay (Bonnie’s CCCSD article)
 - Recent national coverage on Coastal Cleanup results
 - Caltrans may be giving out portable ashtrays
- P2 Week (Sept 17)
 - Coordinate with BAPPG
 - Find out what other Boards (e.g. RWB, CIWMB) are doing to make sure we don’t get drowned out
- Copper
 - Pool and spa chemicals—copper-based algicides are used when pools are not maintained properly, so encourage people to keep on top of maintenance
 - Residential car washing—good for a PSA
 - Look at Copper/Nickel Action Plan for other ideas
- Wrapping paper and wood burning—fake logs are better (Winter)
- Top 10 BMPs for Residents (early Dec)
 - Resolutions for the Bay
 - Easier than going to the gym
- Training for small agencies on how to adapt regional pitches for local media
 - Similar training was done some years ago
 - The Municipal Regional Permit (MRP) section C7c contains requirements for all permittees to do 6 pitches (*note that Final Report format should make it easy for agencies to take credit for regional pitches*)