

Media Relations
Committee – Report to
BACWA Board

April 2007

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Manager

Committee Request for Board Action:

None

Business Discussed and Action Items:

- BAPPG is planning a regional thermometer take-back event in Spring 2007. This Committee will coordinate a media pitch with those events. Media calendar listings and PSAs for radio are being sent out. A press release and letter to FM radio are being finalized. The FM radio letter will be delivered to DJs with a digital thermometer in a red envelope to target morning show air time.
- We are planning a Spring pitch focused on the Ecowise program for pest control operator (PCO) certification in IPM techniques. We have been in touch with Ecowise, and they now have 7 certified PCOs and are excited about a pitch. A draft press release is under development
- We are working with the BACWA Recycled Water Committee on media outreach related to the White Paper and workshop they are putting together on the “Benefits of Implementing Recycled Water Projects in the San Francisco Bay Area”, as well as their support for legislation. Outreach will include editorial boards, to which we will send Michele Pla, BACWA Executive Director, Michael Carlin of SFPUC and Gary Darling of DDS. Coordination calls are being held between the Media Relations Committee and Recycled Water Committee members who have already been in touch with several newspapers.
- A letter to the editor will be submitted to the Chronicle highlighting the EPA award recently earned for the Safe Medicine Disposal Days held last year. EPA’s coverage of the award also garnered some local press.
- We assisted BASMAA in drafting a letter to the editor on trash, which was published in the Contra Costa Times on March 30.
- Draft PSAs have been circulated for review, focusing on the following topics:
 - IPM and less-toxic products for the garden, referencing OWOW
 - Less-toxic products for the household, e.g. antibacterials and products without triclosan
 - Not overwatering lawns

Due to some controversy over the label-reading PSAs and other activities requiring the attention of the committee and contractors, these PSAs are on hold for now. The lawn PSAs, which were less controversial, will be sent out in mid-May for use in June, pending committee approval.
