

Media Relations
Committee – Report to
BACWA Board

May 2007

Prepared By : Jackie Kepke, Project
Manager

Committee Request for Board Action:

None

Business Discussed and Action Items:

- Committee Meeting held May 16.
 - **Thermometer Pitch:** BAPPG conducted a regional thermometer take-back event in Spring 2007. This Committee coordinated a media pitch with those events. Successful coverage included the following:
 - **Radio PSAs**
 - KIQL-AM (Spanish)
 - KBLX-FM and KBLX.com
 - KALW-FM
 - KPOO-FM
 - **Calendar Listings**
 - SF Chronicle and SFGATE.com
 - Contra Costa Times
 - San Jose Mercury News
 - Tri-Valley Herald
 - Oakland Tribune
 - **Media Coverage**
 - KLLC-FM (Alice) - Hooman (the producer of "The Morning Show with Sarah & No Name") plugged the take back events during the show on Monday, 4/23 at approximately 9:40 am. This is a highly rated station with a big morning show following, so it is excellent coverage.
 - KGO – interview 5/18/07
 - Alameda Times Star – Metro section
 - Oakland Tribune – Metro section
 - **Recycled Water Ed Board Meeting:** Michele Pla, Michael Carlin of SF PUC and Gary Darling of Delta-Diablo went to an editorial board arranged by the media contractor to discuss recycled water. This happened on May 10th. Although the Chronicle was a little reluctant to take a meeting on this topic, the meeting lasted over an hour and was successful. Michele Pla also had a chance to talk about BACWA, the pharmaceutical take back events, and other issues. The meeting ended on an up note. Follow-up will now happen when the white paper on recycled water is finalized.
 - **Pesticides Pitch:** We are planning a Spring pitch focused on the EcoWise program for pest control operator (PCO) certification in IPM techniques. A press release has been drafted and the first step will be to have a conference call with the EcoWise organizers during the week of May 21st. Once this has happened, the draft will be circulated to the committee for review. The pitch will be consumer-focused with the goal of identifying certified PCOs who can be interviewed and possibly “followed” on a call by broadcast or print media.
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- **Coordination with BASMAA Regional Ad Campaign:** The Regional Ad Campaign is focusing this summer on promoting the Our Water Our World (OWOW) program. Comcast TV spots will air showing the logo and promoting the website. The Media Relations Committee will undertake a concerted effort where a very brief press release would be emailed to print outlets and radio and other broadcast websites. PDFs and/or digital photos of the OWOW logo and shelf talkers will be sent with the short release to serve as a ready-to-use visual-with-a blurb to forward the goal of promoting the OWOW brand and help consumers make the connection to it in stores.
- **Letter on EPA Award:** A letter to the editor developed by the Committee and signed by Melody LaBella on behalf of BAPPG was printed in the Oakland Tribune highlighting the EPA award recently earned for the Safe Medicine Disposal Days held last year.

NEXT MEETING: Wednesday, June 13th, 3 pm – 5 pm Brainstorm session for FY 07-08 workplan topics.

- ⇒ **Committee and Executive Board members are asked to email Jackie Kepke (jkepke@ch2m.com) with any pitch ideas prior to the brainstorming meeting.**