

Media Relations
Committee – Report to
BACWA Board

March 2007

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Manager

Committee Request for Board Action:

None

Business Discussed and Action Items:

- Committee meeting will be held via phone conference on March 21.
 - 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
 - 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 will be sent out shortly, and PSAs for radio are being developed.
 - 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.
 - 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”. Outreach may include editorial boards, pitching to science writers, and/or pitching the workshop as an event.
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