

media

Using the best tool for the situation

Let's face it - you have to get in touch with people to increase participation in recycling. Whether by using mass media or using outreach materials, people have to know about your recycling program to participate in it. The following list provides information on different tools that exist to market your program - consider the size of your program, upcoming events, a new program. These should all be made accessible to the public.

What should people know? How can you tell them what they need to know? Remember to consider social marketing in framing your message. People have heard that recycling is good for the environment - but why is it good for them? Why does it matter in your community? Share this information through the most effective method for you. Think about how you can incorporate your message into places where people already gather. Yes, posters at an environmental education center are nice and reinforce the message, but what about the people that never visit that center? Think storefronts, coffee shops and the local Main Street hangout.

Try the following mass media options if they work with your budget and program. RE3 has television commercials you can use on public access channels in your area. Consider writing a letter to the editor or an op-ed piece if you can't obtain a regular column. It's a free outlet to share the benefits of recycling and reduce the barriers!

channel	why it's great:	what are the limitations:	who you can reach:
Paid TV	-Can reach the largest and most diverse audience. -Can target certain demographic sectors through media placement	-Cannot ensure retention of material provided -It is expensive	-General Public -Residential
Paid radio	-Can reach a large amount of people with a short message	-Cannot give lots of detail about recycling and your program -Cannot reach as many people as TV -Cannot ensure retention of material provided	-General Public -Residential
Paid print	-Allows reader to save and reread material -Production time can be faster than TV or radio	-May be seen only once, if repeated exposures aren't purchased or saved	-General Public -Residential
PSA TV/radio	-Free advertising	-Rarely, if ever seen -Often shown late at night	-General Public -Residential
PSA print	-Small local papers and college papers are often willing to print	-Major papers in large markets may not print PSAs	-General Public -Residential
Regular column/feature in local press	-Can share new information about your program, reasons for your program, gives you a public face	-May be difficult to obtain, requires frequent attention and deadlines, requires research, need enough information to produce a regular column	-General Public -Residential -Media
Press release	-Can spread the word about your event/program to the media	-Does not guarantee media placement, as it depends on what the reporter or editor feels is newsworthy -One-time deal - unlikely to receive continuous coverage	-General Public -Residential -Business & Industry -Associations -Media

Iredell County's: "Environmental Eye" Column



Developing a strong partnership that successfully helps you spread the recycling word is worth its weight in gold. Here's a great example. Every Sunday, Iredell County residents get great information on environmental topics in the "Environmental Eye" article found in *The Charlotte Observer's* Iredell Neighbors Section.

"I have met a tremendous number of Iredell residents through the column and have been able to start a database to send them all upcoming event information too." –Carla Parks, Iredell County Recycling Coordinator



Media is not the only way to get your message out to the public. Below are many opportunities to market to your population through materials you create. Use RE3 images, stats and facts, Cleanup.org and social marketing techniques to enhance your engagement of the public. The dynamic presentation opener can be used by speaker's bureaus, in schools, at events and on your Web site!

channel	why it's great:	what are the limitations:	who you can reach:
Brochures	-Can provide clear, concise facts about your program or a related topic	-Cannot make anyone read it	-General Public -Residential -Business & Industry -Associations
Fact sheets	-Can provide clear, concise facts about your program or a related topic	-If lengthy or appears boring, will not be effective as few will use it	-General Public -Residential -Business & Industry -Schools -Public Sector -Associations -Media
Booklets	-Can provide in-depth information, with descriptions and instructions	-If lengthy or appears boring, will not be effective as few will use it	-General Public -Business & Industry -Schools -Public Sector -Associations -Media
Newsletters	-Can provide fun, informative facts -Can mail without envelope -Graphic, HTML-based e-mail newsletters are quick & fun to read	-May not be read -Requires postage, unless sent through e-mail	-General Public -Residential -Business & Industry -Schools -Public Sector -Associations -Media
Curriculum	-Allows students to gain a broad knowledge of a topic and how it affects people and the environment -Students can share the information with parents and friends	-No guarantee that a teacher will use the developed curriculum	-Schools
Fliers	-Can provide a quick blurb about your program -Can catch the attention of passers-by	-Can get torn down or covered -Cannot provide many details	-General Public -Residential -Business & Industry -Public Sector

channel	why it's great:	what are the limitations:	who you can reach:
Table tents	-Spread message in coffee shops, cafes and campus dining areas	-Can get thrown away easily	-General Public
Volunteer programs	-Generate public support for your program -Increase participation in your program without extra spending	-You must be knowledgeable about volunteer management; volunteers must feel appreciated	-General Public -Residential -Business & Industry -Schools -Associations
Telephone hotline	-Allows people to call a central number to find out information about the local program	-Information must be frequently updated; if not, it can turn people off from participating	-General Public -Residential
Web site	-Can be accessed at any time -Can provide complete information about everything to be recycled - www.Cleanup.org already provides an easy template and promotes itself	-If people don't know the Web site address or it is too long, then few will visit	-General Public -Residential -Business & Industry -Schools -Public Sector -Associations -Media
Speakers' bureau	-Provides competent, knowledgeable expertise while promoting the organization	-Cannot reach people who don't ask for it	-Residential -Business & Industry -Schools -Associations
Task force	-Can make recommendations to improve the program and increase participation	-Requires time to find members and to set up meetings	-General Public -Business & Industry -Public Sector
Special event	-Can highlight a change in your program or collect a new material such as electronics -Allows for personal contact with your public -Can create media interest	-Requires time to plan, must advertise -May need large budget for successful planning, advertising and attendance	-General Public -Media
Site visit	-Provides an accurate account of what is happening in the field -Personalized attention can allow you to give detailed assistance	-Cannot visit every place due to time constraints	-Business & Industry -Schools
Interpersonal	-Allows you to give specific information and answer any questions	-Cannot reach a large amount of people	-Anyone you come in contact with
Awards/incentives	-Powerful way to motivate behaviors -Partnering with a local business/recycling business for a prize donation promotes positive collaboration	-Cannot ensure sustained participation if the program stops	-General Public -Residential -Business & Industry -Schools -Public Sector -Associations -Media

personal to-do list

10 Climate Smart Tips

2004 STATE OF THE COAST REPORT



North Carolina
Coastal Federation

You are the cause of global warming. That's right, you. It's because of you and your neighbors and we here at the Coastal Federation and the millions of Americans just like us that the power plants burn all that coal and oil and natural gas and spew carbon dioxide and other heat-trapping gases into the atmosphere each day. We are the ones driving all those cars that clog the highways. Did you know that for the first time in history American households now average more cars than licensed drivers?

Yet, we somehow have room in our garages for lawn mowers and weed-eaters and hedge trimmers and blowers and other gasoline-powered gizmos.

In fact, if you are like the average American, you personally contribute about 22 tons of carbon dioxide and other heat-trapping gases into the atmosphere each year. Drive an SUV? Then double that amount. That's almost four times the per capita average in the rest of the world. It's the reason why the United States pumps more carbon dioxide into the atmosphere than any other country.

The good news is that there are many ways you and your family can help reduce carbon dioxide pollution. Of course, everyone will have to take the following 10 steps to make an appreciable difference. But even if you go it alone, you'll save money and improve the environment in other ways.

1. **Reduce, reuse, recycle.** Buy products that feature reusable, recyclable, or reduced packaging to save the energy required to make new containers. Also, by recycling all of your home's waste newsprint, cardboard, glass, and metal, you can reduce carbon dioxide emissions by 850 pounds annually.
2. **Consider a fuel-smart car.** When buying a car, purchase a fuel-efficient vehicle – one that gets more miles to the gallon than your current vehicle.
3. **Give your car the day off.** Consider transportation alternatives such as mass transit, carpooling, bicycling, and telecommuting. By leaving your car at home two days a week, you can reduce carbon dioxide emissions by 1,590 pounds a year. When you do drive, keep your car tuned up and its tires properly inflated to save on fuel costs.
4. **Tune up your home to save dollars.** Your house is responsible for more air pollution and carbon dioxide emissions than the average car. Insulate your home and caulk windows and doors. Potential savings in carbon-dioxide emissions: 2,480 pounds a year. Buy energy-efficient appliances. A high-efficiency refrigerator, for instance, will reduce carbon dioxide emissions by 220 pounds a year. A washing machine that uses water and energy efficiently will reduce emissions by 440 pounds a year.
5. **Go solar.** Install a solar thermal system in your home to help provide your hot water, and reduce your carbon dioxide emissions by about 720 pounds annually. Encourage your utility to do its part. Many local utility companies offer energy from clean sources (landfill gas recovery, high-efficiency natural gas-fired power plants, or renewables such as solar and wind).
6. **Buy "Green Power."** Green power is electricity that is generated from renewable sources such as solar, wind, geothermal, or biomass. Although the cost may be slightly higher, you'll know that you're buying power from an environmentally friendly energy source.
7. **Get involved at work.** Your company can save money by joining EPA programs such as Energy Star® Buildings and Waste Wi\$e recycling programs, and by buying office equipment with the Energy Star® label.
8. **Plant trees.** Trees absorb carbon dioxide from the air. Join family members, neighbors, environmental groups or community service groups in planting trees in your yard, along roadways, at schools, and in parks.
9. **Educate yourself.** There are many good books and websites that will help you learn about global warming.
10. **Educate others.** Encourage others to take these practical, energy-saving steps that save money while protecting the environment.