



2nd Annual Massachusetts
Municipal Recyclers' Workshop

Flex Your Publicity Skills

January 8, 2007

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Communications Objective



THINK.
WORK.
WIN.

- Increase awareness of your services
- Create positive impressions
- Ultimately, to increase consumer participation



THINK.
WORK.
WIN.

What's Newsworthy?

- Schedule changes
 - Holidays
 - Route changes
- New materials or changes with eligible materials
- New programming
 - PAYT
 - Automated
- New personnel
- Problems
- Trends

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THINK.
WORK.
WIN.

Tap Into Trends

- Trade magazines
- Seasonality
 - Xmas trees/OCC in December
 - Pumpkin composting in November
 - Beer cans in early July
- Use your own statistics
 - Spike in materials?
- TV special on environment or recycling – give head up to media and offer a spokesperson for local comment.

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Understanding Your Target & the Media's



THINK.
WORK.
WIN.

- Who reads the papers?
- Who watches their stations?
- Who listens to their programs?

Your news must be relevant for *their* audiences.

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Media Expectations



THINK.
WORK.
WIN.

- Television – needs good video and audio
- Radio – needs good audio, good interviews
- Print – good outlet for a lengthy story. Be ready with data. Good photos help.

Tailor the news for the media outlet.

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THINK.
WORK.
WIN.

Why Does It Matter?

- Understanding their needs helps you shape your news
- Giving them what they want & what they can use with little effort on their behalf
- Increases likelihood of them relying on you for information
- Editors get thousands of news releases/pitches
- Reduced staff

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THINK.
WORK.
WIN.

Timing Matters

– Know media deadlines

- Dailies ~ 5 p.m.
- Weeklies ~2 days prior to issue date
- TV – have a.m. & p.m. conferences
don't call during newscasts
- Radio – drive time is key

Remember that holidays affect deadlines and size of reporting staff.

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Press Contacts



THINK.
WORK.
WIN.

- Editors of weeklies/bi-weeklies
- Daily newspaper “beat” reporters
 - Who covers your town/covers public works
 - Environment news reporter
- Section editors
 - By geography
 - Features
 - Calendar listings
 - Online
 - Business desk
- Columnists

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Press Contacts



THINK.
WORK.
WIN.

- TV assignment editors
 - OK to pitch directly to a reporter, especially one that likes environment news
 - If breaking news, call the desk
- Radio news directors
- Radio talk show producers

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Spokespersons



THINK.
WORK.
WIN.

- Need to be trained
- Must be mediagenic
- Need to talk in sound bites
- Avoid jargon
 - It's not solid waste, it's trash
 - It's not OCC; it's cardboard
- Speak succinctly
- Is honest

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Contacting Press/Pitch



THINK.
WORK.
WIN.

- Start with a news release or phone call
- Phone – never “did you get my release?”
Instead, offer interview opp, pass along references, developments, explain timing
- When sending news release by email, copy & paste it into the body. Don't attach.
 - Mass emails often blocked by firewalls.

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News Releases



THINK.
WORK.
WIN.

Key elements *must* be included.

- Follow universal Associated Press style
- Inverted pyramid
- 5 Ws – who, what, where, when and why
- Best grammar and spelling
- Use complete names and titles
- Double space
- Times New Roman 12 pt

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News releases



THINK.
WORK.
WIN.

- Must include:
 - Contact name and telephone number
 - Headline and subhead if needed
 - Dateline (CHARLESTOWN, Mass.)
 - 3 to 4 paragraphs of detailed info (price, location, hours, etc.)
 - Boilerplate – explains who you are

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Media Advisory



THINK.
WORK.
WIN.

To invite press to an event or news conference

- Same elements as news release but abbreviated
 - Date
 - Contact info
 - Headline
 - WWWWW

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Photo News Release



THINK.
WORK.
WIN.

Used to distribute photo with deep caption

- Same elements as news release but condensed
 - Dateline
 - Contact info
 - Headline
 - One paragraph description of photo elements
 - Caption
 - always ID left to right
 - Use full names and titles, if appropriate

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Submitting Photos



THINK.
WORK.
WIN.

- Must be professionally done
- Hi-resolution JPEG
- Some smaller newspapers will use them but large dailies won't
- Fewer people in photo the better

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Other Publicity Options



THINK.
WORK.
WIN.

- Request photo coverage
 - Not enough to merit a news release but have an interesting photo opportunity. E.g., invite to tag along the route after July 4th holiday, New Year's, etc., or to visit a MRF/landfill/transfer station on a busy day

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Other Publicity Options



THINK.
WORK.
WIN.

- Letters to the editor
 - Share success story with town
 - Community thank-you
 - Plant one by an admirer

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Business Publications



THINK.
WORK.
WIN.

e.g., *Boston Business Journal*, biz pages of the *Boston Globe*, *Worcester T&G*

- Same rules as news
- Accomplishment story
- Case study
- New hires/people profile (need bio)
- ROI numbers are gold

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Trade Press



THINK.
WORK.
WIN.

e.g., *Waste News, Resource Recycling*

- Same rules as local press
- Use jargon
- Need statistics
- Prove you're different
- Plug into trends

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Do I Need a News Conference?



THINK.
WORK.
WIN.

Probably not. Reserve this for serious news only. Most often used for breaking news, crisis situations, etc. Media not likely to send crew.

If you do:

- Invite everyone
- Control the interviews

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Protocols



THINK.
WORK.
WIN.

- Call reporters back right away
- OK to give yourself a few minutes
- Say “I don’t know” if you don’t know the answer. But promise to get the answer for them. And deliver.
- Never say, “no comment.”
- Tell the truth