

Recycle Hear Campaign 2006-2008 Summary and Replication Scheme

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Recycle Hear Campaign

Summary

The economy-of-scale that exists in implementing recycling programs in entertainment venues and clubs makes the venture especially attractive. The recycling infrastructure is relatively inexpensive to establish and the potential return is voluminous, no pun intended. The goal of the Recycle Hear campaign was to capitalize on this opportunity.

With the extraordinary support of the California Department of Conservation (including the Division of Recycling, the STAR Branch, and Recycling Specialist and Grant Manager Rhonda Andrade), Greenbaum Public Relations created and directed the Recycle Hear campaign. The campaign was launched in October 2006, funded through April 2008, and is intended to be sustainable indefinitely.

San Francisco was selected to demonstrate the program based on its reputation as one of the country's top music cities. If successful, it was calculated, the high-profile campaign would serve as a showcase to encourage its introduction and replication in other municipalities.

Initial assessment of the program's relevance determined most music venues (approximately 15 were contacted) either did not recycle or conducted a small, very "informal" recycling effort -- typically by leaving the containers (often unsorted from the trash) in the back of the venue for scavengers to claim. Sunset Scavenger, the city's waste management contractor, did not collect recyclables from the venues (with the exception of Bottom of the Hill Club, which used them on a limited basis). This said, the majority of the venue operators contacted shared a desire to be more environmentally conscious and of those who responded favorably, all expressed interest in participating in the proposed recycling campaign.

Baseline data collection; ongoing methodology and evaluation

The campaign's initial and ongoing data collection process is simple but effective. In the beginning of the program, it was determined that with a fully operational

recycling infrastructure, which includes recycling bins and regular collection by SFCC, it was reasonable to conclude that all or nearly all containers would be captured. This has proven to be the case, based on ongoing assessments by the venues, Greenbaum Public Relations and SFCC.

Consequently, the figures provided by each new participant in the recycling program for their average monthly inventory of aluminum cans and glass and plastic bottles (particularly water bottles) purchased for resale by the venue accurately represents the total count for collection. This methodology for data collection serves to effectively monitor the sustaining participation of venue partners as well as the campaign's overall effectiveness.

In its first 12 months of operation, the Recycle Hear campaign's bottom line reads: a self-sustaining program is now in place to collect an estimated 900,000-plus CRV containers each year from San Francisco's most popular music venues. Nearly one million direct public-education impressions can be attributed to the campaign in its first year. An additional five million-plus impressions were made through public-service advertising, promotions and media outreach.

The campaign's start-up budget, funded by the California Department of Conservation, was \$145,000. An additional \$131,900 was contributed through in-kind services and discounted rates. The continuing role of the San Francisco Conservation Corps in collecting the recyclable containers (and cleaning, maintaining and delivering the bins) adds valuable stability and continuity to program. Overall, the efficiency of the program and the commitment of venue operators and patrons should ensure the sustainability of the campaign for many years -- at no additional cost to the state.

About Greenbaum Public Relations, Recycle Hear Campaign Director

Greenbaum Public Relations created and directs the Recycle Hear campaign. The Sacramento-based firm, founded in 1991, specializes in environmental and entertainment industry communications. In the past, it has represented the California Department of Conservation for many years in the 1990s on several statewide public relations/advertising contracts. Notably, the firm helped direct DOC activities such as statewide public education partnerships with grocers and sports

venues; the annual Earth Day Conservation Fairs; various youth education projects; and big-picture strategies and themes including "Recycle Today. Save Tomorrow." and Recycle Where You Live Work and Play." As a grantee, Greenbaum Public Relations created the youth education spokesdinosaur Recycle Rex and constructed the partnership between DOC and Disney Educational Productions that resulted in the development of the educational film, TV public service announcements and walkaround characters. *(More background on Greenbaum Public Relations' experience is available online at www.greenbaum-pr.com.)*

Greenbaum Public Relations assembled an extraordinary team of subcontractors to contribute to the Recycle Hear campaign's creative elements. Pilotfish Productions, based in New York City, created the "Kick" and "Recycle Where You Live, Work and Rock!" TV public service announcements. Lindsey Design Studio created the logo, apparel designs, print ads and other graphic elements. Echo Shirts produced the high-quality campaign gear, including the t-shirts, hats and stickers.

Recycle Hear Campaign

Implementation

Milestones

The following chronology highlights the Recycle Hear campaign's key milestones and accomplishments. During this timeframe -- from October 2006 through April 2008 -- 413 personnel hours were expended by Greenbaum Public Relations. (This includes 275 billable hours and 138 donated hours.) The hourly percentage breakdown for the various phases of the campaign include: planning and start-up (approximately 35 percent); operation, recruiting and promotion (approximately 45 percent); and project maintenance and evaluation (approximately 20 percent).

October 2006

- Contact prospective music venue partners to announce the official launch of the Recycle Hear campaign.
- Research and identify best recycling bins (Rubbermaid Slim Jim Containers with custom bottle/can tops) and several vendor sources (Fastenal and Grainger).

November 2006

- Conduct needs assessments with founding partners, The Warfield, The Fillmore, Great American Music Hall, Slim's and Bottom of the Hill Club.
- Confirm participation of San Francisco Conservation Corps, also a Department of Conservation grantee, as primary collection source for the recycled containers.
- Contract with Lindsey Design Studio (formerly Eye for Designs) to design Recycle Hear logo.
- Copyright "Recycle Hear" and theme "Today The City. Tomorrow The Planet." and trademark the "recycling record" logo graphic.

December 2006

- Order initial inventory of bins for founding partners.
- Develop custom media list of all San Francisco Bay Area media outlets, including individual contact information for all journalists who cover environmental and

entertainment issues. Also research and include all environmental and music industry publications -- for distribution of news advisories.

- Develop custom media list of all San Francisco Bay Area television and cable public service directors -- for distribution of public service announcements.
- Produce promotional t-shirt featuring "equalizer" graphic for use in various promotions.

January 2007

- Contract with Lindsey Design Studio to complete and launch the website, www.recyclehear.com.
- Contract with Pilotfish Productions (formerly Philbin Productions) to produce creative, high-concept "Kick" public service announcement. Distribute package including Beta tape, DVD, t-shirt and educational materials to eight stations identified as accepting PSAs.
- Distribute news advisory introducing campaign.
- Conduct interview about new campaign on KFOG-FM Radio, the Bay Area's top independent adult album alternative station (Arbitron rating 2.63).

February 2007

- Complete first month of collections. With The Warfield, Great American Music Hall, Slim's and Bottom of the Hill Club operational, more than 26,000 containers are captured. Make more than 25,000 patron-impressions in the process. Total impressions including those from viewers of the PSAs and website hits conservatively exceed one-half million.
- Track initial responses of PSA usage by TV stations, including comments from several directors who indicate the spot will air in regular rotation for 6-12 months, averaging five or more times per week.

March 2007

- Increase collections to 31,000 containers and patron-impressions to 31,000. Total impressions continue to exceed one-half million.
- Encourage venue partners and SFCC to incorporate www.recyclehear.com and "Kick" PSA onto their websites.

April 2007

- Increase collections to 33,500 containers and maintain patron-impressions at

31,000. Total impressions continue to exceed one-half million.

- Activate collection with founding partner The Fillmore and add the historic Annie's Social Club to program.
- Negotiate advertising contract with the Bay Area edition of *The Onion*, the nation's top satirical newspaper, with a local circulation of 420,000 -- half of whom are within the campaign's demographic ages 21-35. (Contract includes display advertising, and promotions within online newsletter and at events.)
- Recruit Amoeba Music, the city's largest independent record retailer (featuring new and "recycled" music), to join the program.

May 2007

- Increase collections to 52,000 containers and total impressions to more than 2 million with the addition of *The Onion* advertising.
- Produce second promotional t-shirt featuring new theme, "Recycle Where You Live, Work and *Rock!*" Copyright phrase.

June 2007

- Maintain collections at 52,000 containers and total impressions at more than 2 million.
- Conduct second interview with KFOG-FM Radio as segment in one-hour feature program titled "Greening of the Music Industry." (Also interviewed is president of Live Nation, the parent company to The Warfield and The Fillmore and the nation's largest music venue owner, who lauds the venues' recycling efforts as the corporation's most successful green effort.)

July 2007

- Maintain collections at 52,000 containers and total impressions at more than 2 million.
- Produce additional campaign gear, including baseball cap, for distribution to partners, media, musicians and guests at *The Onion* events.

August 2007

- Help coordinate and promote recycling infrastructure for Live Nation's "Rock the Bells" outdoor music venue festival at McCovey Cove. More than 45,000 attendees generate 154 cubic yards of recyclable materials including an estimated 60,000 CRV containers. Recycling bins and signage supplied by

campaign will be reused at Live Nation's future outdoor events.

- Collect a record 112,800 containers with direct patron-impressions doubling to nearly 100,000.

September 2007

- Maintain collections at 52,000 containers and total impressions at more than one-half million with launch of second wave of advertising with *The Onion*.
- Receive request through info@recyclehear.com from representative of Australian government agency to provide technical assistance in developing Recycle Hear Campaign in the city of Perth.
- Produce Recycle Hear wool cap for promotions through winter months.

October 2007

- Maintain collections at 52,000 containers and total impressions at more than one-half million.
- Continue to receive positive reinforcement from website visitors and from partners, including this note from the manager of The Warfield and The Fillmore: "The recycle project has been so successful at the clubs that we are now pushing ourselves even further. Soon we hope to add other waste reduction efforts. Thank you for all your positive action."

November 2007

- Recruit The Independent (in The City's historical Haight-Ashbury district) to join the program, boosting monthly collections to 59,800 containers and direct patron-impressions to more than 61,000. Total monthly impressions continue to exceed one-half million.
- Earn a Platinum Award for "Creative Broadcast Advertising" from the international MarCom competition for the "Kick" PSA, produced by campaign subcontractor Pilotfish Productions.

December 2007

- Maintain collections at 59,800 containers and direct patron-impressions at more than 61,000. Total impressions continue to exceed one-half million.
- Conduct year-end site visits at venues to assess and photograph infrastructures.

January 2008

- Maintain collections at 59,800 containers and direct patron-impressions at more

than 61,000. Total impressions continue to exceed one-half million.

- Complete first full-year of operation. Collect more than 642,000, while infrastructure is secured to sustain regular monthly collection of more than 717,000, along with 60,000-plus for each of several anticipated outdoor festivals.
- Contract with Pilotfish Productions to create second TV public service announcement, "Recycle Where You Live, Work and *Rock!*" featuring comedian/actor Jim Breuer, a former "Saturday Night Live" cast member. Place PSA online at www.recyclehear.com and on YouTube.

February 2008

- Maintain collections at 59,800 containers and direct patron-impressions at more than 61,000.
- Distribute new PSA to venue partners and to Bay Area TV stations.
- Continue to update and augment www.recyclehear.com content.
- Conduct interviews for Department of Conservation employee newsletter and external promotional newsletter.

March 2008

- Maintain collections at 59,800 containers and direct patron-impressions at more than 61,000.
- Conduct final round of site visits at venues and follow-up contacts with each manager to reinforce program's sustainability.
- Compile draft of *Recycle Hear Campaign 2006-2008 Summary and Replication Scheme*.

April 2008

- Maintain collections at 59,800 containers and direct patron-impressions at more than 61,000.
- Submit *Recycle Hear Campaign 2006-2008 Summary and Replication Scheme*.

Special staffing needs and personnel commitment

Planning of the Recycle Hear campaign program was relatively straightforward. Identify prospective music venue partners; make introductions and "pitches" to venue operators. For those willing to participate, assess needs and initiate recycling infrastructure -- including set up of bins and collection arrangements with the San

Francisco Conservation Corps. *Approximately 35 percent of personnel time was committed to planning and start-up efforts.*

Program maintenance -- including administration and evaluation -- has been relatively uncomplicated as well. The cornerstone of each venue's recycling infrastructure has been its efficiency. Routine check-ins with operators has been useful. The Rubbermaid Slim Jim recycling bins have proven to be very durable -- the perfect choice. And SFCC's collection efforts have been very efficient, with only occasional (and promptly remedied) hiccups. Once activated, each venue's program has operated consistently and at maximum efficiency. *Approximately 20 percent of personnel time was committed to maintenance.*

The majority of personnel time has been dedicated to 1) multimedia educational/promotional activities and 2) recruiting new venue partners. *Approximately 45 percent of personnel time was committed to directing the educational/promotional projects and to recruiting new partners.*

Equipment selection criteria and effectiveness

Initial campaign partners were offered a wide selection of Rubbermaid recycling containers from which to choose once infrastructure needs were first assessed. (Rubbermaid products were determined at the outset to be the most durable, readily available and cost-effective.) With the exception of Bottom of the Hill Club (which selected several varieties of larger containers as well as a batch of Slim Jim containers), all partners have selected only Slim Jim containers for all purposes -- including placement in public areas as well as bars and food preparation locations. The Warfield, a theater design and the largest of the venues, has been provided with several dozen containers. Other venues have required anywhere from 10 to 20 containers with matching lids.

The blue containers with green tops are labeled with Recycle Hear campaign stickers hand applied by campaign personnel or SFCC staff.

Challenges and response; conditions unique to project

As noted routinely in monthly reports, the most challenging aspect of the campaign has been recruiting new venue partners. The "greening" of the music industry is a

commonly promoted and cited effort. Adoption and implementation of actual programs, such as recycling, is, however, not so readily embraced. The bottom line is that with few exceptions, music venues require considerable effort to remain solvent. Operations are laser-focused on two things: producing successful shows and making ends meet financially. Everything else must support -- and not detract time or resources -- from these objectives.

It is with this understanding that new partner "pitches" became more and more focused on the program's no-cost efficiency. All the while, helping the environment, doing a public service and "taking the initiative before being told" were offered up as extra incentives. Even with this honed presentation, the biggest challenge most often encountered was making initial contact with the venue's decision maker -- who invariably has an unlisted number; and who already is constantly bombarded with hundreds of emails and calls every day from booking agents, promoters and sales reps of all sorts. So it was a challenge and, consequently, an imperative to break through this barrage with a message that was authentic and direct.

Recycle Hear Campaign Collection

Data for recyclable beverage containers -- including glass beer bottles, aluminum soda cans and plastic water bottles -- collected at the music venues participating in Recycle Hear campaign were based on average monthly inventory figures provided by the respective venues' operations managers.

Based on these figures, more than 826,100 recyclable beverage containers were captured during the grant funding period of October 2006 through April 30, 2008.

During the first few months of the campaign no collection data was recorded, though several venues reported ongoing "informal" collection processes. By May 2007, comprehensive collection programs were active at each of the six participating venues. And by November 2007, seven participating venues were averaging nearly 60,000 containers collected per month.

Additionally Live Nation, the parent company of campaign partners The Warfield and The Fillmore, sponsors several outdoor music venues in the San Francisco Bay Area each year. Recycle Hear campaign bins and signage were supplied to one such event in August 2007 at which an estimated 60,000 containers were collected. The reusable bins and signage from this event will be deployed for Live Nation's future outdoor events.

As a result of the campaign's environmental education components, several venue operators also implemented cardboard and newspaper recycling programs.

Based on these figures, *and at no additional expense to the Department of Conservation*, approximately 900,000-plus recyclable beverage containers will be collected annually through the sustaining efforts of operators of San Francisco's music venues and events participating in the Recycle Hear campaign. Additionally, the San Francisco Conservation Corps' continuing role in collecting the recyclable containers benefits both the campaign and the fellow-DOC grantee's program.

Recycle Hear Campaign

Effectiveness

As a result of participating in the Recycle Hear campaign, San Francisco's most popular participating music venues -- including The Fillmore, The Warfield, Great American Music Hall, Slim's, Bottom of the Hill Club, Annie's Social Club and The Independent -- collectively are recycling nearly 60,000 bottles and cans per month. Including Recycle Hear campaign recycling infrastructures implemented at Live Nation's outdoor concerts, total recyclable beverage containers collected annually as a result of the campaign should exceed 900,000.

The original goal for collection as presented in early 2006 was 1.25 million recyclable bottles and cans. The discrepancy is due to fewer venues than expected participating in the campaign. Still and perhaps not coincidentally, several major venues that were first approached in March 2006 and expressed interest in participating at that time, subsequently initiated programs on their own in the intervening months prior to the Recycle Hear campaign's activation seven months later, in October 2006. So, the good news is that the campaign's original prospects Bimbo's 365 Club, The Mezzanine and Café du Nord are recycling.

Each participating music venue, as a prerequisite to partnering with the campaign, was required to provide statistical data on their monthly average number of recyclable bottles and cans purchased and on the number of patrons. (Based on confirmation from the venue operators and from San Francisco Conservation Corps assessments, all containers purchased by patrons or used internally at these venues are being recycled.) These figures serve as the basis for the container collection data and contribute to the campaign's "impressions" data tallies.

The *monthly average* figures provided by the participating music venues include:

- The Fillmore: 15,000 containers; 16,600 patrons
- The Warfield: 11,000 containers; 12,400 patrons
- Great American Music Hall and Slim's (same ownership): 17,300 containers; 14,600 patrons

- Bottom of the Hill Club: 5,200 containers; 4,000 patrons
- Annie's Social Club: 4,300 containers; 4,500 patrons
- The Independent: 7,000 containers; 9,000 patrons

Public education and impressions

The reach of the Recycle Hear campaign's public education efforts include the more than 61,000 direct impressions per month on patrons of the partnering venues.

Patrons are increasing familiar with the ubiquitous blue and green Rubbermaid Slim Jim collection bins featuring the Recycle Hear logo and the collateral signage placed throughout the venues.

Additional public education efforts extend the reach of the campaign's message -- "Recycle Where You Live, Work and *Rock!*" -- to hundreds of thousands of impressions per month and millions per year.

Specific public education efforts include:

- Recycle Hear campaign website, launched in January 2007, is linked to and with participating music venues and receives thousands of views per month. The site's email address also generates correspondence from recycling professionals interested in replicating the campaign -- one in particular from an Australian government representative.
- Recycle Hear campaign TV public service announcement titled "Kick" was released in February 2007 and placed in the regular rotation of at least six Bay Area stations. The PSAs conservatively log an estimated several hundred thousand views each month.
- Recycle Hear campaign TV public service announcement titled "Recycle Where You Live, Work and *Rock!*" featuring Jim Breuer was released to stations in February 2008. Also, it is featured on YouTube and on the MySpace site of Jim Breuer, a popular actor/comedian and former Saturday Night Live cast member.
- Display advertisements in the San Francisco Bay Area edition of *The Onion* placed in several waves throughout the duration of the campaign generated the largest number of impressions. Weekly circulation is more than 420,000 for the satirical newspaper (with more than 50 percent of its readers in the campaign's targeted 21-35 age bracket). With more than a dozen placements in the paper

and as many placements in the complementing online newsletter, advertising in *The Onion* generated more than 5 million impressions for the campaign.

- Recycle Hear campaign promotional gear is another (age-appropriate) opportunity for creating awareness for the message. Several batches of creatively designed t-shirts, a baseball hat, a knit cap and stickers have been produced and distributed through the music venues and as giveaways from various promotions and events sponsored by *The Onion*.
- Amoeba Music, the city's largest independent music retailer, participates in the campaign by placing collection bins in the store and distributing t-shirts and stickers.
- KFOG-FM, the Bay Area's top-rated rock music station, conducted two interviews with Campaign Director Stuart Greenbaum. The first interview introduced the campaign to listeners. The second was part of an hour-long segment on the "Greening of the Music Industry" and updated listening on the campaign's successful first year.

Recycle Hear Campaign Conclusions, Recommendations and Replication Scheme (including Subcontractors and Vendors)

The goal and strategies of the Recycle Hear campaign were to make the music venue recycling program sustainable within one year. This was accomplished by building an efficient collection infrastructure that included providing venues with high-quality recycling bins and by coordinating routine collection schedules using the services of the San Francisco Conservation Corps.

Additionally, an extensive multimedia public education program supported the venues' commitment to recycling. Approximately half of the grant's budget was applied to the production and use of online communication, television public service announcements, paid print advertising, promotions and premium items.

The ongoing challenge of the campaign has been the recruitment of new venue partners. The two basic obstacles encountered, noted in monthly reports and throughout this report, are:

- gaining access to the music venues' managers or decision makers
- assuring these incredibly busy, often cynical-by-nature venue operators that the proposed program is simple and free

Fortunately, in every case, once these two barriers are resolved, new partners quickly become satisfied, committed participants.

Greenbaum Public Relations constantly pursued prospective venues through direct communications (phone and email and occasional site visits). Participating venue operators, particularly the management team at Bottom of the Hill Club, volunteered to contact prospects on the campaign's behalf. This sort of independent validation of the campaign's efficacy amongst peers proved especially effective.

Also, to credit the value of the website, www.recyclehear.com, several San

Francisco venues accessed the campaign online through info@recyclehear.com. Even more exceptional, recycling coordinators from other municipalities used the online connection to initiate communications regarding new campaigns. The most notable example is the campaign's replication in Perth, Australia.

Replication scheme

[Note: Replication of the Recycle Hear campaign is a basic theme throughout this summary report. What follows are several additional observations and tips rather than reiteration of content included elsewhere.]

Replication of the Recycle Hear campaign was an initial objective of the program. Bold, creative strategies were employed to test the viability of procedures and promotions; all done with a sort of guerilla marketing mentality knowing that limited personnel and financial resources are a reality with most all environmental protection programs.

Every dollar spent on infrastructure was calculated based on the quality, durability and sustainability of the products and practices.

Every dollar spent on public education was calculated based on the need to reach the 21-35 year-old target audience -- typical patrons of The City's live music venues. The unique (at least for most government programs) multimedia campaign featured a wide range of components:

- first, development of the relevant and memorable "Recycle Hear" name and logo
- creative TV and online (website and YouTube) public service announcements
- paid advertising in *The Onion*, the nation's top satirical newspaper
- campaign *gear* designed to be consistent with contemporary (Urban Outfitter type) trends
- relevant, consistent graphics presented on all campaign products
- edgy slogans (i.e. "Recycle Where You Live, Work and *Rock!*")

The single best selling point for the campaign's replication in other markets will be its success in San Francisco. Coordinating access to participating venues' managers and primary subcontractors/vendors is an important consideration.

Directory of Recycle Hear Campaign Partners and Team

Venue	Contact Person	Telephone/email
The Fillmore (Live Nation)	Carmella Francese	415-567-2060, 415-846-7330 (cell) carmellafrancese@livenation.com
The Warfield (Live Nation) <i>(same as The Fillmore above)</i>		
Great American Music Hall	Dennis Juarez	415-885-0750, 415-225-6917 (cell) dennis@gamh.com
Slim's <i>(same as GAMH above)</i>		
Bottom of the Hill Club	Lynn Schwarz	415-626-4455, 415-456-2852 (cell) bofth03@earthlink.net
Annie's Social Club	Annie Whiteside	415-974-5906 anniesbar@sbcglobal.net
The Independent	Ruth Carlton	415-771-1420, 415-847-2693 (cell) ruth@theindependentsf.com

S.F. Conservation Corps	Laura McKaughan	415-928-7417; 415-725-4755 (cell) lmckaughan@sfcc.org
Pilotfish Productions	Zac Greenbaum	917-520-8064; zac@pilotfish.tv
Lindsey Design Studios	Darren Lindsey	916-834-0082 tydar31@comcast.net
Echo Shirts	Ira Cowart	916-456-3809
Grainger	sales representatives	800-323-0620
Fastenal	South S.F. vendor	650-872-1717

Notes from experience...

- "Recycle Hear," "Today The City. Tomorrow The Planet," "Recycle Where You Live, Work and *Rock!*" are copyrighted by Greenbaum Public Relations. The Recycle Hear (recycling record) logo is a servicemark of Greenbaum Public Relations. These legal protections were completed to ensure the integrity and consistent use of all campaign elements. Greenbaum Public Relations is identified as the contact regarding use of this work.
- Order products in bulk (to receive quantity discounts) by combining requests for supplies from participants.
- Be very persistent about contacting prospective and even ongoing participants. Do not be discouraged by having to call and recall and send multiple email requests and reminders.
- In creating messages and themes and promotions, remember the target age group is 21-35-year-olds who may very well think, act and have different priorities than those of us directing the campaign.
- Be prepared to appropriately represent the campaign to disparate audiences. For instance, when negotiating purchase of bins or making a media buy, the campaign should be presented as a local, public service program deserving of any possible nonprofit discounts. Conversely, in a pitch to a prospective corporate partner, it works better to present the program as a high-profile campaign and likely prototype for additional endeavors throughout the state or country.
- And finally, be mindful of maximizing limited resources. One of the best ways to represent a commitment to conservation is to provide services and products that are enduring. A good principle to remember: "The bitterness of poor quality remains long after the sweetness of low price (or meeting an arbitrary deadline) is forgotten."

Recycle Hear Campaign Sustainability

The Recycle Hear campaign's sustainability is based on the same rationale used to initiate the partnerships with the participating music venues: the effort must be economical and efficient. This practical approach respects the primary objectives of the live music industry to produce quality performances and turn a profit. Both objectives are ongoing challenges. Though the venue operators, and certainly most of the patrons, appreciate the opportunity to help the environment, their commitment must be simple to act upon and not be a business distraction.

Each venue has assigned one or more staff members to coordinate their recycling program and, specifically, their participation in the Recycle Hear campaign. It is understood the recycling programs will continue beyond the grant's funding cycle and the beyond the direct participation and oversight of Greenbaum Public Relations. Further, it has been made clear to each partner that Greenbaum Public Relations will continue to be available for counsel after May 2008.

The minimal ongoing expenses to maintain the recycling programs in the venues will be the percentage of salary/time of the in-house recycling coordinator (estimated to average half-time of one minimum wage employee per venue) and the purchase of plastic bin liners.

The Recycle Hear campaign website, www.recyclehear.com, will remain operational and responses will be made to all correspondence. Greenbaum Public Relations will cover the associated personnel expense and renewal fees.

Recycle Hear Campaign

Public Education Materials

Contents include:

- Recycle Hear campaign logo
- Recycle Hear campaign "launch" news release
- Recycle Hear campaign website pages
- Recycle Hear campaign partners' website links (samples)
- Recycle Hear campaign PSAs -- *DVD provided separately*
- Recycle Hear campaign PSAs -- production photos
- Recycle Hear campaign print ads in *The Onion* and online newsletter
- Recycle Hear campaign recycling bins in various venues -- photographs
- Recycle Hear campaign interviews
- Recycle Hear campaign correspondence (samples)
- Recycle Hear campaign gear -- *shirt and hat provided separately*