



Buy Recycled Paper

March 15 - 28, 2004
Final Report & Campaign Recap

Presented by

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Buy Recycled Paper **March 15 – 28, 2004** **Campaign Recap**

OVERVIEW

The public seems to be well aware of the importance of recycling paper, but generally lacks awareness about the necessity of creating a demand for paper products made from recycled materials. In an effort to educate the public about the importance of buying paper made from recycled content, the Bay Area Recycling Outreach Coalition (BayROC) developed a regional campaign to explain the benefits of buying recycled paper products.

The “Buy Recycled Paper” campaign was originally introduced in 2000 in a collaborative effort by Santa Clara County, Alameda County, and San Mateo County. In the first year of the campaign, the three counties developed the creative materials and launched a multi-media campaign for the two weeks prior to America Recycles Day, November 15, 2000. 2001 marked the first year for the regional BayROC “Buy Recycled Paper” media campaign, with radio media and promotions, and print advertising outreach, all scheduled in conjunction with America Recycles Day. Radio promotional events occurred concurrently throughout the Bay Area on November 15th to help increase awareness of America Recycles Day, and encourage the use of recycled paper products. In 2001, Kinko’s was recruited as a corporate sponsor for the campaign. They contributed to the media campaign and provided venues for radio-sponsored promotional events throughout the Bay Area.

For the 2003 Buy Recycled Paper Campaign, it was decided to hold the campaign after the holiday season for better radio coverage. The media campaign ran from February 3 – 16 for all jurisdictions and from February 3 - 23 for the South Bay stations. The County of Santa Clara felt it beneficial to allow an extra week of radio advertising due to the level of frequency on the South Bay stations. The campaign coverage was primarily radio media, print advertising and articles in hauler and chamber newsletters.

The 2004 Buy Recycled Paper Campaign was moved closer to Earth Day in hopes to receive better media coverage and to get people thinking about buying recycled paper, before all of the Earth Day activities. The majority of the media buy was radio coverage, but this year BayROC was able to buy 10-second billboard spots on KTVU and KPIX. Adding the television coverage will extend our reach to

more residents. In addition to our “As the Chainsaw Turns” spot, a new “Chainsaw in the office” radio ad was developed to reach more of the businesses in the area. These two radio ads were played alternately during the two weeks of the campaign.

Sherry Jacobs Media solicited bids from some of the top radio stations in the area. She requested that stations put together a comprehensive package that included an excellent spot schedule with bonus spots, Public Service Announcements and Sponsorships. The radio stations aired BayROC’s existing “As the Chainsaw Turns” spots, the “Chainsaw in the office ” spots, plus received a multitude of Public Service Announcements and Sponsorships.

The BayROC web site www.BayAreaRecycling.org was designed in 2001 by Carl & Manor Advertising, and updated by Tracie Bills in October 2002 and November 2003. The Alameda County Waste Management Authority executed the changes and continues to host the website for BayROC. The web site was established to provide a common ground for access of information (by the public, the press, and the jurisdictions / participants). We added a new “useful links and phone numbers” section to display contact information on other links that discuss buying recycled paper, county recycling hotlines and local buy recycled paper guides.

MEDIA SUMMARY

Station		# of Spots	Sponsorships And PSA's	Gross Impressions Target Market women between ages 25 - 54	Frequency	CPM	Net Cost
Bay Area Stations (March 15 - 28)							
KBAA/KBAY	93.3/94.5 FM	52	46	276,000	4.3	\$19.09	\$5,270
KBLX	102.9FM	76	22	799,300	5.9	\$13.79	\$11,020
KCBS	740 AM	44	16	715,400	2.5	\$20.97	\$15,000
KEZR	106.5 FM	84	12	145,400	3.6	\$30.81	\$4,480
KFFG/KFOG	104.5/99.7FM	32	4	600,600	3.0	\$20.06	\$12,050
KGO	810AM	44	40	805,600	3.4	\$18.62	\$15,000
KKSF	103.7FM	48	6	749,800	4.2	\$16.00	\$12,000
KOIT	96.5 FM	50	24	876,800	3.8	\$13.86	\$12,155
KPIX	CBS/Channel 5	78	0	2,172,000	6.2	\$3.99	\$8,666
KRTY / KLIV	95.3 FM	208	52	365,700	6.5	\$21.88	\$8,000
KTVU	Fox/Channel 2	22	0	1,366,000	3.5	\$8.57	\$11,700
KUFX	98.5 FM	52	20	216,000	3.7	\$23.65	\$5,109
KVON-AM/KVYN-FM	1440AM/99.3FM	28	8	Not Avail.	Not Avail.	Not Avail.	\$500
Total (Net)							\$120,950
Sherry Jacobs Media Fee							\$ 6,000
Total (Gross)		818	244	9,088,600		\$13.31	\$126,950

RADIO STATIONS & PROMOTIONS

KBAY 94.5 FM (B94.5)

Format: Today's R&B and Classic Soul

Coverage: KBAY has comprehensive coverage in the San Francisco and Peninsula areas.

Added Value:

- ❑ 20 Billboard Sponsorships (10 each week)
- ❑ 26 Weekly Bonus Spots (13 each week)

KBLX 102.9 FM

Format: "The Quiet Storm" features an Adult Contemporary format with appeal towards women 35+.

Coverage: Comprehensive coverage of the San Francisco Bay area.

Added Value:

- ❑ Gloria Chan appeared on their Sunday Morning "Bay View Public Affairs" program
- ❑ 12 Classic Soul Sponsorships (6 each week)
- ❑ Station produced a 60-second "Recycling Minute" to run as a bonus spot Monday – Sunday (5:00am to 5:00am)

KCBS 740 AM

Format: News / Talk Radio Format

Coverage: San Francisco Bay Area

Added Value:

- ❑ 16 Sponsorships of the KCBS talk show "Ecotalk" with Betsy Rosenberg. (8 each week)

KFFG/KFOG 104.5/97.7 FM

Format: Album Oriented Rock

Coverage: KFOG has comprehensive Bay Area coverage from the two signals (104.5 & 97.7 FM).

Added Value:

- ❑ 4 Traffic and News Sponsorships (2 each week)

KGO 810AM

Format: Talk Radio

Coverage: Extensive coverage of the entire San Francisco Bay Area

Added Value:

- ❑ 10 Primetime News or Weather Sponsorships (5 each week)
- ❑ 10 Bonus Spots (5 each week)
- ❑ 30 Public Service Announcements
- ❑ Listing on kgo.com

KKSF 103.7 FM

Format: Smooth Jazz

Coverage: Coverage of the North Bay, Peninsula and East Bay. Also includes partial coverage of Santa Clara County.

Added Value:

- ❑ 6 Traffic and News Sponsorships (3 each week)
- ❑ Banner on website

KOIT 96.5 FM

Format: Lite Rock

Coverage: San Francisco-based KOIT reaches north to Marin County, east through Alameda and Contra Costa Counties and south to Santa Clara County.

Added Value:

- ❑ 4 traffic and news sponsorships (2 each week)
- ❑ 20 bonus spots

KPIX

Format: CBS, Channel 5

Coverage: Extensive coverage of the entire Bay Area. Well known for “Evening Magazine”.

Added Value:

- ❑ Produced 10-second billboard at no charge which ran in News Programming, Daytime Programming and Evening Magazine, a total of 78 times.
- ❑ 40 Public Service Announcements

KRTY 95.3 FM / KLIV AM

Format: Country

Coverage: Comprehensive coverage of the South Bay

Added Value:

- 52 bonus spots (26 each week)

KTVU

Format: Fox Channel 2

Coverage: Extensive coverage of the entire Bay Area. Highly rated News programming.

Added Value:

- Produced 10-second billboard at no charge which ran 22 times in News Programming

KUFX

Format: Classic Rock

Coverage: Comprehensive coverage of the South Bay

Added Value:

- 20 Sponsorships of “70s at 7PM” (10 each week)
- 8 Bonus Spots (4 each week)

KVYN 99.3 FM (The Mix) / KVON AM / KTOL FM

Format: KVON = News/Talk, KVYN = Adult Contemporary

Coverage: Napa

Added Value:

- 8 Bonus Spots

WEB SITE

The BayROC web site www.BayAreaRecycling.org, which was designed in 2001, was established to provide a common ground for access of information (by the public, the press, and the jurisdictions / participants). Information posted included:

- Press release
- Articles for publication
- Information on how to implement a buy recycled program
- Camera-ready print ads in PDF format
- Radio spots in MP3 format
- 10-second billboard television ad and a taped interview on KBLX in Final Report section.
- Link to detailed “Buy Recycled Paper” information on the San Mateo County RecycleWorks.org web site
- Links to participating jurisdictions’ web sites and Buy Recycled Paper Guides.
- Links and Phone numbers to local jurisdictions, recycling hotlines and other recycled paper web sites.
- Link to the 5th Annual Recycled Product Trade Show on the California Waste Management Board web site
- An archive section with all past campaigns and their final reports

The website was updated by Tracie Bills (11/03) and executed and hosted by the Alameda County Waste Management Authority. All of this information remains on the web site and may be accessed and used by your jurisdiction at your discretion. The web site remains active and will be updated for future BayROC regional campaigns.

PUBLIC RELATIONS

All public relations materials were posted to the BayROC web site, and jurisdictions were notified via email regarding the new web site and the information available there.

PRINT ADVERTISING & ADDITIONAL JURISDICTION PARTICIPATION



Print ads entitled “Stumped” (from the previous year’s campaign) were posted on the web site in various sizes, and several jurisdictions placed ads in their local papers. In addition, residential and business newsletters were available to download.

ALAMEDA COUNTY

Alameda County Waste Management Authority (ACWMA)

- Alameda County Waste Management Authority hosts the BayROC web site, and sponsored the development and design of www.BayAreaRecycling.org.
- The Oakland Tribune wrote an article, which appeared in the paper on 3/8/04.
- Sent a representative to do a taped interview with CTV30 –Community Television, which aired on their station during the campaign.

- Sent Press Release to Betsy Rosenberg (KCBS) who did an interview with Comcast about “Earth Day everyday” and mentioned buying recycled paper as something people should do. This will air in April. She will also work Buying Recycled Paper into her EcoTalk program in the near future.

City of Albany

- Sent Press Release to the Journal and Contra Costa Times.

Castro Valley Sanitary District

- Sent Press Release to the Castro Valley Forum & Daily Review.

City of Livermore

- Sent Press Release to Tri-Valley Herald, KKIQ – radio station, Valley Times, The Independent, CTV30 – Community Television.

City of Union City

- Sent Press Release to the Argus and the Tri-City Voice.

CONTRA COSTA COUNTY

Contra Costa County

- Sent Press Release to West County Times, Contra Costa Times and the Ledger-Dispatch.
- An article was placed in the West County Times.

Central Contra Costa Solid Waste Authority

- The CCCSWA and Contra Costa County, added the BayROC link to their website (www.wastediversion.org) during the campaign.

City of Clayton

- Message was placed in the Pleasant Hill Bayshore Disposal bill in February, which was distributed to 4000 customers.

MARIN COUNTY

Marin County

- Sent Press Release to Marin Independent Journal.

NAPA COUNTY

Napa County

- Sent notice to their Chamber of Commerce in preparation for their annual business expo.

City of Napa

- Placed an article in their January newsletter, reaching 29,000 people.

SAN FRANCISCO CITY/COUNTY

- San Francisco participated in a ½ hour interview segment on the KBLX public affairs program “Bayview” which featured Gloria Chan.
- Sent Press Release to the San Francisco Chronicle
- San Francisco ran the “Stumped ad” and placed articles in their local papers.
 - English:** *Bernal Journal, SF Downtown, Marina Times, SF Bayview, New Fillmore, New Mission News, Noe Valley Voice, North Beach Journal, SF Observer, Richmond Review, Sunset Beacon, West Portal Monthly, West of Twin and Peaks Observer*
 - Chinese:** *China Press, Chinatown News, International Daily News, Sing Tao Daily and The World Journal*

SAN MATEO COUNTY

County of San Mateo

- Had a prominent link on the home page to their comprehensive section on buying recycled paper.
- Provided information for the “Buy Recycled Paper” page’s “More Information” link on the BayROC web site, via link to their thorough buy recycled paper section.
- San Mateo County offers free posters that promote recycled paper to anyone in the county for placement over their copy machines.
- Paid for advertising on Google, which generated 48 click-thrus to the BayRoc website and 2444 impressions, with a click through rate of 1.9%.
- Ran a Val Pak Advertisement during April to encourage people to buy recycled paper products.
- Malia talked about Buy Recycled and the campaign at the Comcast Cable Local Edition which was a 4 minute interview shown throughout the month of March at the top of the news.

City of Foster City

- Sent Press Release to their local papers.

City of Menlo Park

- Sent out Press Release to their local papers.
- Placed the BayROC website link on their cities web site.

City of Millbrae

- Submitted an article in the March Chamber of Commerce newsletter.
- Distributed a Buy Recycled Guide.
- Did a blitz during America Recycles Day on buying recycled.

City of San Bruno

- Sent the Press Release to the San Bruno Chamber of Commerce.
- Placed a public service announcement on their local cable channel.

South San Francisco Scavenger Company

- Sent Press Release to the Brisbane Chamber of Commerce.

SANTA CLARA COUNTY

City of Morgan Hill

- Placed a Buy Recycled Paper article in their March edition of their city newsletter.
- The Morgan Hill Times ran an article on Advantages to Using Recycled Paper during the campaign.

City of Mountain View

- Placed an advertisement in the cities Quarterly Resource Newsletter during the campaign.

City of Saratoga

- Sent Press Release to the Saratoga News.

SONOMA COUNTY

Sonoma County Waste Management Agency

- The Sonoma County Waste Management Agency added a banner on their home page www.recyclenow.org with the “Stumped” ad and provided links to the BayROC web site. They also added a new web page dedicated to sources for purchasing recycled office and copy paper in Sonoma County.

BayROC understands that many other jurisdictions participated in the print campaign, but we were not notified of their specific activities. If anyone would like to be recognized for their participation, please forward details to: tracie_bills@sbcglobal.net and we will issue an addendum to this report.

CONTRIBUTION SUMMARY

A combined total of \$ 152,956.12 was contributed for BayROC's 2003/2004 Buy Recycled Paper regional campaign. The large number of contributions enabled BayROC to purchase a large media buy, which assisted in the huge success of this campaign.

Thank you to the following jurisdictions and businesses for their generous contributions and dedicated participation!

ALAMEDA COUNTY

Alameda County Waste Management Authority
Castro Valley Sanitary District
City of Albany
City of Berkeley
City of Dublin
City of Fremont
City of Livermore
City of Newark
City of Pleasanton
City of San Leandro

CONTRA COSTA COUNTY

Contra Costa County
City of Antioch
City of Brentwood
City of Concord
City of Pittsburg
City of San Ramon
Central Contra Costa Solid Waste Authority
West Contra Costa IWMA

- City of Pinole
- City of Richmond
- City of El Cerrito
- City of Hercules
- City of San Pablo

MARIN COUNTY

Marin County Hazardous and Solid Waste JPA

NAPA COUNTY

City of Napa

SAN MATEO COUNTY

San Mateo County
City of Foster City
City of Millbrae
City of San Bruno

South Bay Waste Management Agency

- Town of Atherton
- City of Belmont
- City of Burlingame
- City of East Palo Alto
- City of Foster City
- Town of Hillsborough
- City of Menlo Park
- City of Redwood City
- City of San Carlos
- City of San Mateo

SANTA CLARA COUNTY

Santa Clara County
BFI – Santa Clara
City of San Jose
City of Cupertino
City of Gilroy
City of Los Altos
City of Milpitas
City of Morgan Hill
City of Mountain View
City of San Jose
City of Santa Clara
City of Sunnyvale

(.....Continue Santa Clara County)
West Valley Solid Waste Authority
- Town of Los Gatos
- City of Campbell
- City of Monte Sereno
- City of Saratoga

SAN FRANCISCO COUNTY

City of San Francisco

SOLANO COUNTY

City of Vacaville

SUMMARY

The 2004 Buy Recycled Paper campaign was an exciting cooperative effort between cities, counties and local haulers. The media buy generated more than 9 million gross impressions¹.

Please plan a contribution to BayROC’s regional 2005 Buy Recycled Paper campaign, and consider how your local participation in the campaign can increase awareness of the importance of “closing the loop” and creating demand for recycled paper products. Your contribution allows each message to reach a larger audience, and with greater impact. Your participation at a local level further strengthens the synergy of the regional message, and allows you to provide information that is relevant to your constituents, directly related to the regional campaign.

Take advantage of creative materials made available to you, and the media buying power of BayROC to stretch your marketing budget and achieve your outreach goals for 2004/2005.

¹ Gross Impressions equals the number of people who hear the commercial (Reach) multiplied by the number of time those same people hear the radio commercial (Frequency).