

Stop Junk Mail

2006 BayROC Regional Campaign

January 16 through February 12, 2006
Final Report & Campaign Recap

Presented by





Stop Junk Mail Campaign **January 16 through February 12, 2006** **REPORT**

BACKGROUND

The 2006 Stop Junk Mail campaign was an exciting cooperative effort between cities, counties and local haulers. The four week radio campaign generated more than 8.3 million gross impressions¹, and resulted in 1,971 calls to the hotline and 406,435 hits to the StopJunkMail.org web site.

This is the Bay Area Recycling Outreach Coalition's (BayROC) 11 year of Bay Area regional campaigns. BayROC is comprised of staff representing 110 Bay Area cities, counties and other public agencies working together on waste reduction, reuse and recycling. Through regional media campaigns BayROC promotes personal action and behavior change. For more information about BayROC and its members, refer to Addendum 1.

BayROC for year 2006 chose a waste reduction media campaign focusing on the reduction of unsolicited mail, also known as junk mail. The following priorities were used in making the decision to focus on junk mail.

- The overwhelming success of the 2005 Stop Junk Mail Campaign.
- State policy requires cities and counties to reduce waste by 50% and maintain that level.
- The adopted state waste management hierarchy places a priority on waste reduction.
- More than 4 million tons of junk mail is produced annually, nearly 42 million pieces.
- \$320 million dollars of taxpayers money is spent to dispose of junk mail.

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).

THE STOP JUNK MAIL CAMPAIGN

The Stop Junk Mail Campaign offers residents and businesses simple tips and solutions to reducing unsolicited mail. A “Stop Junk Mail Kit” provides contact numbers and pre-addressed postcards to organizations that deal with mailing lists. The 2006 BayROC Stop Junk Mail Campaign consisted of three radio spots (60-, 30- and 15- seconds), a print ad (8 sizes), a brochure, a website, articles for publication, and a press event.

Radio Buy

The four-week campaign ran January 16 through February 12, 2006. The radio commercial stated environmental problems and the personal inconvenience that comes with receiving too much unsolicited mail. It then offered a simple way for listeners to take action to reduce the amount of junk mail they receive. BayROC employed a media buyer to get the best value media buy possible for the campaign. Sherry Jacobs Media solicited bids from Bay Area radio stations and put together a comprehensive buy that included a schedule with bonus spots and public service announcements. Over the four-week campaign, there were a total of 1,127 paid spots and 337 free/public service announcements all generating 8.3 million gross impressions with adults 35-54. For the media summary, refer to Addendum 2A & 2B. For radio station and promotional information, refer to Addendum 3.

Press Event

A press event took place at Recycling Central, Pier 96, San Francisco. The event featured a 17-foot tall by 10-foot wide “pine tree” made entirely out of junk mail. Bay Area artist Dio Mendoza with Norcal’s Artist in Residence program created the tree. The speakers at the event included, Jared Blumenfeld, Director, Department of the Environment City and County of San Francisco, Elizabeth Constantino, Manager Integrated Waste Management Division County of Santa Clara, Dio Mendoza, Artist.



New Coverage

The press event received extensive coverage. The coverage included:

TV – NBC 11

Radio – NPR (lead story), Bay City News wire, KQED, KCBS & KGO

Print – San Francisco Chronicle, San Francisco Examiner, Contra Costa Times (front page top of fold), Ming Po & Sing Tao

To see and hear some of the press coverage, visit <http://www.bayarearecycling.org/2006/pr-media.html>, select “Media Coverage.”

THE RESULTS

BayROC used two key strategies in assisting the public to take action to stop junk mail. The website (www.StopJunkMail.org), which includes a quick, 3-step approach, to getting addresses off mailing lists. BayROC also developed a printed Stop Junk Mail Kit (a 3-fold brochure), which expands to a 6-step approach. By using a Stop Junk Mail Kit, residents can reduce the amount of junk mail from finding its way to their mailbox. This Kit provides addresses and phone numbers of organizations that remove or block names on mailing lists. The Kit also provides other important information on how to reduce junk mail, including contacting service providers such as banks, insurance or wireless companies and asking them to stop sending promotional mail.

Hotline

Once again this year, the public showed their strong desire to Stop Junk Mail. Due to the overwhelming “Hotline” response to the 2005 campaign, a decision was made to spread roughly the same two-week media buy in 2005 to a four-week media buy in 2006. The hope was that by spreading out the commercials over four weeks the Hotline operators would not be as swamped. The good news (or the bad news if you are a Hotline operator) was the operators were swamped again this year.

The Hotline received an average of 94 calls a day or a total of 1,971 calls during the campaign, with an additional 250 calls after the campaign ended.

The volume of calls remained constant during the entire four weeks with the one exception of sharp increase of calls during the day of and the day after the press event.

The Hotline operators reported that the callers were extremely thankful for help with reducing their junk mail. Many told the operators their personal stories of how they hate getting a mailbox stuffed with offers and catalogs they don't want.

The 2006 Stop Junk Mail campaign generated 801 more calls than the same campaign that ran in 2005. The total number of calls the Hotline received in 2005 was 1,420.

Website

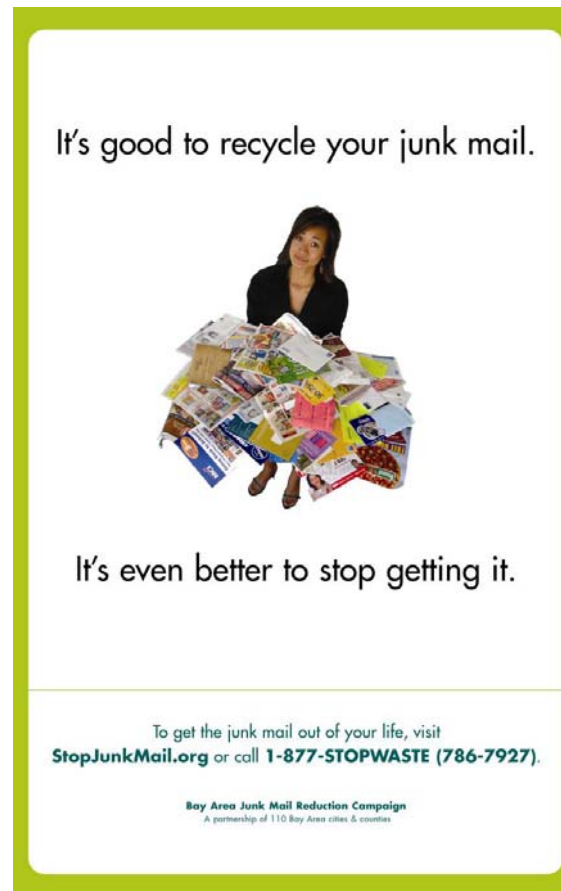
The hits on the StopJunkMail.org website are even more impressive. During the campaign the website received 406,435 hits, an average of 6,870 hits per day. The public was able to download the Stop Junk Mail Kit from the website and email the hotline staff with any questions.

January 2006 – Total Hits to website 216,862 -- Average hits per day 6,995
February 2006 – Total Hits to website 189,573 -- Average hits per day 6,770


The Hotline emails consisted of some questions, but mostly public appreciation. The subject line on the emails read: “Thank You” or “THANK YOU!” or “THANK YOU, THANK YOU THANK YOU!!!!!!!!!!!!!!” One person emailed the campaign complaining that the post office was requiring him to purchase a larger mailbox because of all the junk mail he was receiving. He said that the following month he tracked the amount of junk mail he received and found that out of the 135 pieces of mail he received, only 12 pieces were actual mail he requested.

The 2006 Stop Junk Mail campaign generated 80,925 more hits to the StopJunkMail.org website than the same campaign generated in 2005. The total number of hits to the StopJunkMail.org website in 2005 was 325,510.

Print Ads



It's good to recycle your junk mail.



It's even better to stop getting it.

To get the junk mail out of your life, visit
StopJunkMail.org or call **1-877-STOPWASTE (786-7927)**.

Boy Area Junk Mail Reduction Campaign
A partnership of 110 Bay Area cities & counties

The campaign consisted of one print ad (available in 4 sizes each in either four color or black & white) that cities and counties could place in their local newspapers, chamber publications, bill inserts and newsletters.

How Individual Cities & Counties Participated

All the BayROC materials (Stop Junk Mail Kit, website, radio commercial, print ads, website banner, press release and articles for further promotion of the campaign) were made available to all jurisdictions within the nine counties in the Bay Area through an email notification. Many cities and counties assisted by placing print ads or articles in local papers or links on their website. For more information about the BayROC website, refer to Addendum 4.

MEDIA & OUTREACH JURISDICTION PARTICIPATION

All public relations materials were posted to the www.BayAreaRecycling.org web site, and jurisdictions were notified via email regarding the StopJunkMail.org web site and the information available there. These materials include articles for publication, print advertisements and a press release.

Print ads entitled “It’s Good to Recycle Your Junk Mail....But Even Better to Stop Getting It!” were posted on the web site in various sizes, and several jurisdictions placed ads in their local papers. In addition, residential and business articles were available to download.

ALAMEDA COUNTY

StopWaste.Org

- StopWaste.Org hosts the BayROC web site, and sponsored the redesign of www.BayAreaRecycling.org.
- StopWaste.Org hosts the StopJunkMail.org website, and sponsors the maintenance.
- The StopWaste.Org recycling hotline was the main phone number for the campaign.
- Placed link on their website to the StopJunkMail.org website.
- Printed Stop Junk Mail Kits.
- Mailed Stop Junk Mail Kits.

Castro Valley Sanitary District

- Placed article in Winter/Spring 2006 issue of Pipeline.
- Placed article in their 2006 “Recycling Art” Calendar.
- Placed link on home page <http://www.cvsan.org/>.

- Distributed kits to new residents for the months of January & February via WMAC.
- Has been distributing kits for more than a year at the front desk.
- Placed Stop Junk Mail ad in 2006 Recycled Art Contest Calendar as the tip for March
<http://www.cvsan.org/recycledartcontest.htm>

City of Hayward

- Placed information on the Stop Junk Mail kits in bill inserts that went to approximately 30,000 customers.
- Distributed Stop junk Mail kits.

CONTRA COSTA COUNTY

Contra Costa County

- In Unincorporated Contra Costa County a Stop Junk Mail message was placed in the utility billings.
- Posters were displayed in the community not covered by the utility bills.
- Placed ad on public access station Channel 27.
- Placed article in County “Clip” newsletter.

City of Antioch

- Placed link from their website to the StopJunkMail.org website.
- Stop Junk Mail display in lobby of City Hall during January & February, 2006
- Distributed about 150 junk mail kits.

City of Clayton

- Contacted Contra Costa Times reporter that resulted in a front page story.

City of El Cerrito

- Placed summary of campaign in the El Cerrito City Council’s weekly updates.
- El Cerrito Recycling Center has been distributing Stop Junk Mail kits for more than a year.

City of San Ramon

- Placed ad in City of San Ramon Activities guide and our City Web site. The City activities guide is mass mailed to all residents and is available at all City Community Facilities.
- Posted a flyer in library and community services information boards.

The West Contra Costa Integrated Waste Management Authority

- Ran a full page ad promoting the use of the Stop Junk Mail kits on January 15th in the West Contra Costa Times.

NAPA COUNTY

City of Napa

- Placed a Stop Junk Mail insert in their January garbage bill, reaching 25,000 homes and businesses.

SAN FRANCISCO CITY/COUNTY

- Participated in a ½ hour interview segment on the Will & Willy program.
- Sent Press Release to all major Bay Area media.
- Reformatted print ads.
- Organized Press Event for Junk Mail Tree.

SAN MATEO COUNTY

County of San Mateo

- Placed link on their website (www.RecycleWorks.org) to the StopJunkMail.org website.
- Provided information on the “Useful Links & Phone Numbers” link on the BayROC web site, via link to their county hotline section.
- Provides free Stop Junk Mail kits to all cities and residents within the County.

City of Menlo Park

- Placed article on February 1st Menlo Park Almanac

City of Millbrae

- Placed an article in the Home Edition of The Recycler
- Wrote their monthly Green Corner article in the Millbrae Chamber of Commerce newsletter on Junk Mail Reduction.
- Distributed Junk Mail Reduction Kits to public locations.

South Bay Waste Management Authority

- Posted a link on the RethinkWaste.org site to the Stop Junk Mail.org site.
- Included the photo and link to StopJunkMail.org in Winter 2006 newsletter distributed to approximately 140,000 residences (MFD & SF).
- Submitted an article containing campaign information to eight Chamber of Commerce newsletters.
- Sent an electronic notice in Nexus, a monthly electronic newsletter, to approximately 300 businesses, government , and multifamily addresses.

SANTA CLARA COUNTY

Santa Clara County

- Participated in Press Event.
- Responsible for collecting contributions and paying media.

City of Cupertino

- Placed article in December & February issues of SCENE the City of Cupertino's newsletter.
- Distributed kits at Cupertino's City Hall, library and community center.

City of Morgan Hill

- Placed an article in the Morgan Hill Times, which ran on February 6, 2006.
- Placed color slide of the four-color print ad on Government Access Television, Channel 17.
- Junk mail reduction information of City of Morgan Hill's website.

City of Palo Alto

- Placed an article in their utility bill insert that was distributed to residents in January for the period of January 1st to February 28, 2006.
- Mailed 460 Junk Mail Kits.

City of San Jose

- Placed link from their website (www.sjrecycles.org) to the StopJunkMail.org website.

City of Sunnyvale

- Placed article on the Cities Economic Development website.
- Placed ad in business newsletter.
- Placed a “hot topic” article on the Commercial Services website.
- Sent out email to all businesses on their email distribution list (appx. 180 businesses).
- Placed a “hot topic” article on their internal employee recycling website.
- Placed an article in their employee newsletter.
- Sent out email to all employees.
- Placed an article link on Solid Waste homepage.
- Placed an article in the citywide newsletter.

City of Milpitas

- Placed color ads in the Milpitas Post newspaper.

CONTRIBUTION SUMMARY

A combined total of \$128,370 was contributed for the BayROC 2006 Junk Mail Reduction Campaign. The level of contributions enabled BayROC to purchase a media buy, and to promote this campaign. For more information on the Junk Mail Reduction Campaign budget, refer to Addendum 4. Thank you to the following jurisdictions and businesses for their generous contributions and dedicated participation!

ALAMEDA COUNTY

StopWaste.Org on behalf all Cities and Sanitary Districts in the County. Additionally, the following jurisdictions have contributed:

Castro Valley Sanitary District
City of Albany
City of Dublin
City of Fremont
City of Livermore
City of Newark
City of Oakland
City of San Leandro
City of Union City
Oro Valley Sanitary District

CONTRA COSTA COUNTY

Contra Costa County
City of Antioch
City of Brentwood
City of Clayton
City of Concord
City of Pittsburg
City of San Ramon
Central Contra Costa Solid Waste Authority on behalf of their cities.
West Contra Costa IWMA on behalf of their cities.

MARIN COUNTY

Marin County Hazardous and Solid Waste JPA on behalf of their cities.

NAPA COUNTY

City of Napa

SAN MATEO COUNTY

San Mateo County
City of Millbrae
Town of Portola Valley
South Bayside Waste Management Authority (SBWMA) on behalf of their cities.

SANTA CLARA COUNTY

Santa Clara County
City of Cupertino
City of Gilroy
City of Milpitas
City of Morgan Hill
City of San Jose
City of Sunnyvale
West Valley Solid Waste Authority on behalf of their cities.

SAN FRANCISCO COUNTY

City of San Francisco

SOLANO COUNTY

City of Vacaville

ADDENDUM 1 – 2006 BAYROC COMMITTEE

The Bay Area Recycling Outreach Coalition (BayROC) is comprised of staff from Bay Area cities, counties and other public agencies working together on waste reduction and buy-recycled concepts through regional media campaigns which promote personal action and behavior change. BayROC was formed in 1996 and in the past years, have conducted the *Shop Smart, Save Money and the Environment Too* and the *Buy Recycled Paper Campaigns*.

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ADDENDUM 2A - MEDIA SUMMARY

The following information is provided by Sherry Jacobs Media and reflects the media buy which took place from January 16 – February 12, 2006.

Bay Area Stations January 16 through February 12, 2006	Format	# of Spots	Sponsorships, Bonus Spots and PSA's	Gross Impressions Adults 35-54	Net Cost
KISQ (30 & 60 Second)	Jazz/Adult Contemporary	136	8	1,753,700	\$9,440.00
KBAY / KBAA	Adult Contemporary	82	35	237,600	\$5,270.00
KCBS	News	74	30	1,025,300	\$14,760.00
KEZR	Hot Adult Contemporary	80	32	151,200	\$4,488.00
KFFG/KFOG	Album Oriented Rock	52	8	870,400	\$12,000.00
KGO	News Talk	60	40	1,106,400	\$15,000.00
KQED (15 second)	National Public Radio	60	0	1,118,700	\$10,166.00
KQKE (30 second)	Liberal Talk	160	8	Not Avail.	\$4,000.00
KKSF (30 second)	Adult Contemporary	180	0	1,378,800	\$10,600.00
KLIV / KRTY	KLIV-News Talk KRTY-Country	120	120	454,800	\$8,415.00
KUIC	Adult Contemporary	10	0	Not Avail.	\$553.00
KUFX (30 second)	Classic Rock	77	40	246,200	\$4,373.25
KVON / KVYN	KVON-News Talk KVYN Music	18	8	Not Avail.	\$500.00
Total		1,127	337	8,343,100	\$99,565.25

Note: PSAs are not recorded on station logs, so it is difficult to determine exactly how many actually ran. Therefore, PSA numbers are estimated based upon original negotiations.

ADDENDUM 2B - MEDIA SUMMARY

Definition of terms from the above chart:

Sponsorships

Five-10 seconds of copy surrounding News/Traffic/Weather or other programming. For most stations, the following copy was used for sponsorships: "Brought to you by StopJunkMail.org".

PSAs (Public Service Announcements)

Copy 10-, 15- or 20-seconds in length that is scheduled to run when inventory is available on a given station. PSA copy was supplied to each station. Since PSAs are not recorded on the radio station logs, there is no definitive schedule of exactly how many PSAs ran. However, a significant amount of PSAs were negotiated with the radio schedule and the stations promised to run as many as inventory allowed.

Gross Impressions

The total number of unduplicated people (within the target audience of Adults 35-54) who heard BayROC's advertising message. The recommended radio campaign generated 6.5 million Adult 35-54 gross impressions.

ADDENDUM 3 - RADIO STATIONS & PROMOTIONS

KBAY 94.5 FM

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)
- ❑ 40 Weekly Bonus Spots (20 each week)
- ❑ Interview on their Public Affairs Show. Interviews on San Francisco stations, KFRC and KYCY, were also granted, even though these 2 stations were not on the radio buy.

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:

- ❑ 10 Bonus Spots (5 each week)
- ❑ 6 Classic Soul Sponsorships (3 each week)
- ❑ Twenty 20-second PSAs

KCBS 740 AM

Format: News / Talk Radio Format

Coverage: San Francisco Bay Area

Added Value:

- ❑ 10 Sponsorships of the KCBS talk show "Ecotalk" with Betsy Rosenberg. (5 each week)

KEZR 106.5 FM

Format: Hot Adult Contemporary

Coverage: Comprehensive coverage of the South Bay

Added Value:

- ❑ 42 weekly bonus spots (21 each week).
- ❑ Interview with Zachary DeVine and Lisa Rose (Santa Clara County Integrated Waste Management Agency) on their Public Affairs Show.

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)
- ❑ Banner on kgo.com

KOED 88.5 FM

Format: National Public Radio – News, Talk, Forums

Coverage: Coverage of the entire Bay Area

Added Value:

- ❑ 15 second "Underwriting" spots

KOKE 960 AM

Format: Liberal Talk Radio

Coverage: Coverage of the entire Bay Area.

Added Value:

- ❑ Station ended running 227 total spots, when only 38 spots were on original contract. This included 15 bonus spots that ran the week of January 24, after the campaign officially ended.
- ❑ Gloria Chan with the SF Dept. of the Environment interview on Betsey Rosenberg “Eco-talk” Program.

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)
- ❑ 28 bonus spots (14 each week)

KRTY 95.3 FM / KLIV 1590 AM

Format: Country (KRTY), News (KLIV)

Coverage: Comprehensive coverage of the South Bay

Added Value:

- ❑ 104 total bonus spots (52 on each station)

KUIC 95.3 FM

Format: Adult Contemporary

Coverage: Primary coverage area is Solano County, although it does provide some coverage into Contra Costa County, as well.

Added Value: No added value negotiated, as campaign consisted of a minimal schedule of only 10 spots on the station.

KUFX 98.5 FM

Format: Classic Rock

Coverage: Comprehensive coverage of the South Bay

Added Value:

- ❑ 20 weekly feature sponsorships (10 each week)
- ❑ 10 Bonus Spots (5 each week)

KVYN 99.3 FM (The Mix) / KVON 1440 AM

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

Coverage: Napa

Added Value:

- ❑ 8 Bonus Spots (4 on each station)

ADDENDUM 4 – BayROC 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 includes:

- Press releases
- Articles for publication
- Information on how to reduce your junk mail (direct link to www.StopJunkMail.org)
- Camera-ready print ads in PDF format
- Print Ad Banner for website
- Radio spot in MP3 format
- Links to participating jurisdictions' web sites
- Links and phone numbers to local jurisdictions, recycling hotlines and related web sites
- Archive section with past campaigns and final reports

The website was updated, executed and hosted by StopWaste.Org. The web site remains active and will be updated for future BayROC regional campaigns.

ADDENDUM 5 - CAMPAIGN BUDGET

2006 Stop Junk Mail Campaign Budget

Revenues

Total 2006 Campaign Contributions **\$127,585.00**

Expenses

Media Buy	\$99,565.25
BayROC Coordinator Fee	\$20,714.75
Media Buyer Fee	\$ 3,500.00
Dio Mendoza (Tree Artist)	\$ 2,200.00
Ear Wax – Radio Production (30 sec)	\$ 450.00
Printing of 1500 Junk Mail Kits	\$ 750.00
Postage for Junk Mail Kits	\$ 405.00
- distributed during 4 week media campaign	

Total 2006 Campaign Expenses **\$127,585.00**

In Kind

All Creative Materials (Junk Mail Kit, website, print)
Print Advertisement
Website Updates (www.BayAreaRecycling.org)
New Website Design (www.StopJunkMail.org)