



Buy Recycled Paper

February 3 - 23, 2003
Final Report & Campaign Recap

Presented by

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Buy Recycled Paper February 3 - 23, 2003 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.

Carl & Manor Advertising solicited bids from some of the top radio stations in the area. They requested that stations put together a comprehensive package that included an excellent spot schedule and any Public Service Announcements. The radio stations aired BayROC’s existing “As the Chainsaw Turns” spots, plus received a multitude of Public Service Announcements.

The BayROC web site www.BayAreaRecycling.org was designed in 2001 by Carl & Manor Advertising, and updated by Tracie Bills in October 2002. 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 “archive” section to display all old campaigns, including final reports and information.

MEDIA SUMMARY

Station		# of Spots	Sponsorships And PSA's	Gross Impressions Target Market women between ages 25 - 54	Net Reach	Frequency	CPM	Net Cost
Bay Area Stations (February 3-16)								
KBAY *(February 3 – 23)	94.5 FM	108	10	84,086,250	48,000	8.1	\$13.19	\$ 6,375
KBLX	102.9 FM	28	37	195,500,000	130,700	3.2	\$23.00	\$ 8,500
KCBS	740 AM	28	4	105,646,500	191,400	1.7	\$13.81	\$ 7,650
KEZR *(February 3 – 23)	106.5 FM	130	10	99,571,465	43,600	5.1	\$23.57	\$ 4,225
KFOG/KFFG	104.5/99.7FM	68	10/10	261,981,500	155,700	2.7	\$20.71	\$ 12,650
KFRC	99.7 FM	76	19	282,157,500	143,600	4.2	\$22.13	\$ 12,750
KISQ	98.1 FM	56		185,674,560	120,900	3.9	\$21.52	\$ 8,628
KKDV	95.7 FM	72	30	213,265,000	101,000	3.9	\$25.09	\$ 8,500
KKSF	103.7 FM	52		216,852,000	112,000	3.4	\$21.26	\$ 12,000
KLLC	97.3 FM	48	12	493,510,000	165,700	3.5	\$29.03	\$ 17,000
KMHX	104.1 FM	68		Data not available	Data not available	Data not available	Data not available	\$ 1,156
KOIT	96.5 FM	50	34	261,978,500	256,700	3.6	\$18.13	\$ 14,450
KRPQ	105 FM	64		Data not available	Data not available	Data not available	Data not available	\$ 1,360
KRTY *(February 3 – 23)	95.3 FM	157	10	125,970,000	35,595	10.5	\$19.76	\$ 6,375
KVYN	99.3 FM	20		Data not available	Data not available	Data not available	Data not available	\$ 425
KZST	100 FM	30		Data not available	Data not available	3.7	Data not available	\$ 1,810
KIOI	101.3 FM	72		301,155,000	158,500	3.5	\$23.62	\$ 12,750
Total (Net)								\$ 136,604
C+M Commission								\$ 12,055
Total (Gross)		1,195	186		1,663,395	186		\$ 148,659

RADIO STATIONS & PROMOTIONS

KBAY 94.5 FM (B94.5)

Format: Today's R&B and Classic Soul

Coverage: KISQ has comprehensive coverage in the San Francisco, Peninsula and East Bay areas.

Added Value:

- ❑ 57 spots at no charge
- ❑ 10- :15 live reads during the morning show
- ❑ Logo and link on the KBAY website

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:

- ❑ A ½ hour interview segment on public affairs program "Bayview" featured Mark Westlund and Gloria Chan
- ❑ Link on KBLX website to BayROC's website
- ❑ 4- PSAs
- ❑ 37 Sponsorships of the "Lunch Hour" show

KCBS 740 AM

Format: News / Talk Radio Format

Coverage: San Francisco Bay Area

Added Value:

- ❑ 4 Sponsorships of the KCBS talk show "Ecotalk" with Betsy Rosenberg.
- ❑ Sponsored programs ran in the weekday 11:26 a.m. time periods.

KEZR 106.5 FM (Mix 106.5)

Format: Hot Adult Contemporary

Coverage: Comprehensive coverage of the South Bay and Peninsula

Added Value:

- ❑ 70 spots at no charge
- ❑ 10- :10 weather sponsorships
- ❑ Link and logo on the KEZR website

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:

- ❑ 10 KFOG and 10 KFFG opening billboards for the morning news with Peter Finch and live :15 reads by Dave Morey
- ❑ 20 KFOG and 20 KFFG spots at no charge

KFRC 99.7 FM/610 AM

Format: Oldies

Coverage: KFRC has substantial coverage of the San Francisco Bay Area with both an FM and AM signal.

Added Value:

- ❑ 10 news sponsorships
- ❑ 9- :30 PSA's

KISQ 98.1 FM

(KISS FM)

Format: Today's R&B and Classic Soul

Coverage: KISQ has comprehensive coverage in the San Francisco, Peninsula and East Bay areas.

Added Value:

- ❑ BayROC logo and link on the Kiss FM website for 6 weeks

KKDV 95.7 FM (The Drive)

Format: Timeless Rock from the '60's & '70's

Coverage: All 9 Bay Area Counties

Added Value:

- ❑ 30- :30 PSA's

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:

- ❑ No added value

KLLC 97.3 FM (Alice)

Format: Adult Contemporary

Coverage: Comprehensive coverage in the San Francisco, Peninsula and East Bay areas.

Added Value:

- ❑ 12 news and traffic sponsorships

KMHX 104.1 FM (The Mix)

Format: Adult Contemporary

Coverage: Sonoma County

Added Value:

- ❑ Paid schedule matched with spots at no charge for a total of 34 no charge spots

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:

- ❑ 34 traffic and news sponsorships

KRPQ 105 FM (Q105)

Format: Today's Hot New Country

Coverage: Sonoma County

Added Value:

- ❑ Paid schedule matched with spots at no charge for a total of 32 no charge spots

KRTY 95.3 FM

Format: Country

Coverage: Comprehensive coverage of the South Bay

Added Value:

- ❑ KRTY matched 1 no-charge spot for every spot purchased (No charge spots will run 6a-4a) for a total of 79 no charge spots
- ❑ 10- :20 PSA's
- ❑ Link and logo on the KRTY website

KVYN 99.3 FM (The Mix)

Format: Adult Contemporary

Coverage: Napa

Added Value:

- No added value

KZST 100 FM

Format: Adult Contemporary

Coverage: Sonoma County

Added Value:

- No added value

KIOI 101.3 FM

(Star 101.3)

Format: 80s, 90s & Now

Coverage: Star 101.3 has the most powerful signal in the west, reaching as far north as Napa and Sonoma, south to San Jose and east to the Stockton and the Central Valley.

Added Value:

- BayROC logo and link on the Star 101 website for 6 weeks

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 spot in MP3 format
- Link to detailed “Buy Recycled Paper” information on the San Mateo County RecycleWorks.org web site
- Links to participating jurisdictions’ web sites
- Link to the 4th 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 (10/02) 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.
- Alameda County Waste Management Authority sponsored and produced the updating of the “As the Chainsaw Turns...” radio advertisement for this year’s campaign.

City of Fremont

- Fremont Chamber of Commerce will be placing an article in their March newsletter.

City of Piedmont

- Placed a Buy Recycled Paper Article in their local paper, Piedmont Post.

CONTRA COSTA COUNTY

Central Contra Costa Solid Waste Authority

- The Central Contra Costa Solid Waste Authority ran the “Stumped ad” in the *East Bay Business Times* and the *Valley Sentinel* which is mailed monthly to residents of Walnut Creek, Alamo, Danville and San Ramon.
- A “Stumped ad” was also placed in the Walnut Creek Magazine that is free of charge every other month. Magazines are distributed at Safeway Customer Service Centers.
- The CCCSWA, added the BayROC link to their website (www.wastediversion.org) during the campaign.

NAPA COUNTY

Napa County

- Used their local papers for print advertising.

City of Napa

- Placed an article in their February newsletter, reaching 28,000 people.

SAN FRANCISCO CITY/COUNTY

- San Francisco participated in a ½ hour interview segment on the KBLX public affairs program “Bayview” which featured Mark Westlund and Gloria Chan.
- 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

- Ran “Stumped” ads for 6 weeks in the *San Mateo County Times*.
- Ran “Stumped” ads in movie theaters throughout San Mateo County.
- Ran “Stumped” ad in San Mateo Chamber newsletter.
- 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.

South Bay Waste Management Agency

- Ran “Stumped” ads in the following local papers: *Independent, Palo Alto Weekly, The Almanac, San Francisco Chronicle, The Daily News* and the *Foster City Islander*.
- Created an insert for the Chamber of Commerce Newsletter for the month of March for the following chambers: Belmont, Burlingame, Foster City, Menlo Park, Redwood City and San Carlos.

City of San Bruno

- Placed a news article in their December city newsletter.
- San Bruno Garbage placed an article in the San Bruno Chamber of Commerce Newsletter, *The Update*.

City of Millbrae

- Ran an article in the Chamber of Commerce newsletter, where they write a monthly Green Corner column.
- Ran a public service announcement (PSA) on their local Channel 26 television station.
- Installed a Buy Recycled Window Display at their Library.
- Distributed a Buy Recycled Guide

South San Francisco Scavenger Company

- Newsletter in first quarter of 2003, included an announcement about the Buy Recycled Paper Campaign and Buy Recycled Facts (developed by Shelly Reider, Recycling Coordinator for the City of Millbrae)

SANTA CLARA COUNTY

County of Santa Clara

- Ran “Stumped” ads in the *Almaden Times, Blossom Valley Times, Cambrian Times, Campbell Times, Evergreen Times, Santa Teresa Times, Willow Glen Times, Los Altos Town Crier, Milpitas Post, Palo Alto Weekly/Mountain View Voice, San Jose Mercury News, Nuevo Mundo, Viet Mercury, San Jose Business Journal, Gilroy Dispatch / Morgan Hill Times, Silicon Valley Community Newspapers (Los Gatos Weekly, Saratoga News, Cupertino Courier, Sunnyvale Sun, Willow Glen Resident and the Campbell Reporter)*.

City of Sunnyvale

- Placed Buy Recycled Paper article in Chamber Newsletter; *Waste Net* (Commercial and solid waste & recycling newsletter)
- Ran “Stumped” ad in Business Page
- Sending informational emails to their commercial recycling list

Green Valley Garbage Company

- Placing a Buy Recycled Paper article in their March Newsletter

Los Altos Garbage Company

- Placing a Buy Recycled Paper article in their Spring Newsletter reaching Los Altos, Cupertino, Los Altos Hills and Unincorporated Areas.

City of Palo Alto

- Devoted their fall issue of *Business Recycler* newsletter, distributed to all Palo Alto businesses, to the Buy Recycled Paper message.
- Recycled Paper promotion, they are offering reams of recycled content paper for people to try it out and see for themselves it's as good as virgin paper.

South Valley Disposal

- Placed an article in their Fall 2002 Newsletter and placed additional information in their hauler newsletter called Norcal Waste Systems of San Benito County.

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.
- Rohnert Park Disposal has placed the Buy Recycled Paper Fact Sheet in their customer newsletter.

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: tobills@earthlink.net and we will issue an addendum to this report.

CONTRIBUTION SUMMARY

A combined total of \$165,160 was contributed for BayROC’s 2002/2003 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 Oakland
City of San Leandro

CONTRA COSTA COUNTY

Contra Costa County
City of Concord
City of Pittsburg
City of San Ramon
Central Contra Costa Solid Waste Authority

(Contra Costa County - Continued)

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
City of Tiburon

NAPA COUNTY

City of Napa

SAN MATEO COUNTY

San Mateo County
City of Half Moon Bay
City of Millbrae
Town of Portola Valley
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
City of San Jose
City of Cupertino
City of Gilroy
City of Los Altos
Town of Los Altos Hills
City of Milpitas
City of Morgan Hill

(Santa Clara County - Continued)

City of Sunnyvale
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

SONOMA COUNTY

Sonoma County Waste Management Agency

- City of Cloverdale
- City of Cotati
- City of Guerneville
- City of Healdsburg
- City of Petaluma
- City of Rohnert Park
- City of Santa Rosa
- City of Sebastopol
- City of Sonoma
- City of Windsor

SUMMARY

The 2003 Buy Recycled Paper campaign was an exciting cooperative effort between cities, counties and local haulers. The media buy generated more than *2.5 billion* gross impressions¹.

Please plan a contribution to BayROC's regional 2004 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 2003/2004.

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).