

US EPA ARCHIVE DOCUMENT

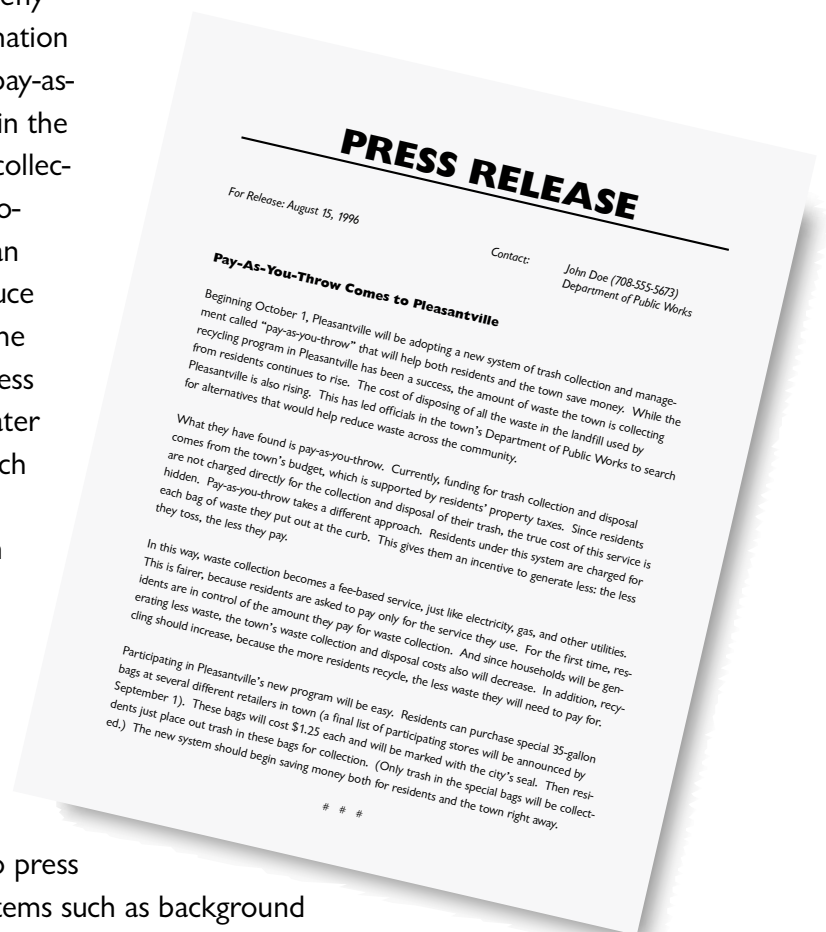
## Press Releases

As you begin to develop and publicize your pay-as-you-throw program, coverage by local radio and print media outlets is likely. For MSW planners, this should be considered a public outreach opportunity. At this point, you can provide local reporters, editors, and other news professionals covering your community with the key facts concerning pay-as-you-throw. This will help ensure that they understand the issues surrounding solid waste management in your municipality and why local officials are considering a pay-as-you-throw program—before they begin to develop their stories.

The most common way to accomplish this is to develop and submit press releases to local media outlets.

The press release should briefly describe the essential information about your program: what pay-as-you-throw is, why a change in the way residents pay for trash collection and disposal is being proposed, and how residents can participate—and, if they reduce waste, save money—under the new program. Additional press releases can be developed later to announce other news, such as town meetings on pay-as-you-throw or any changes in the program.

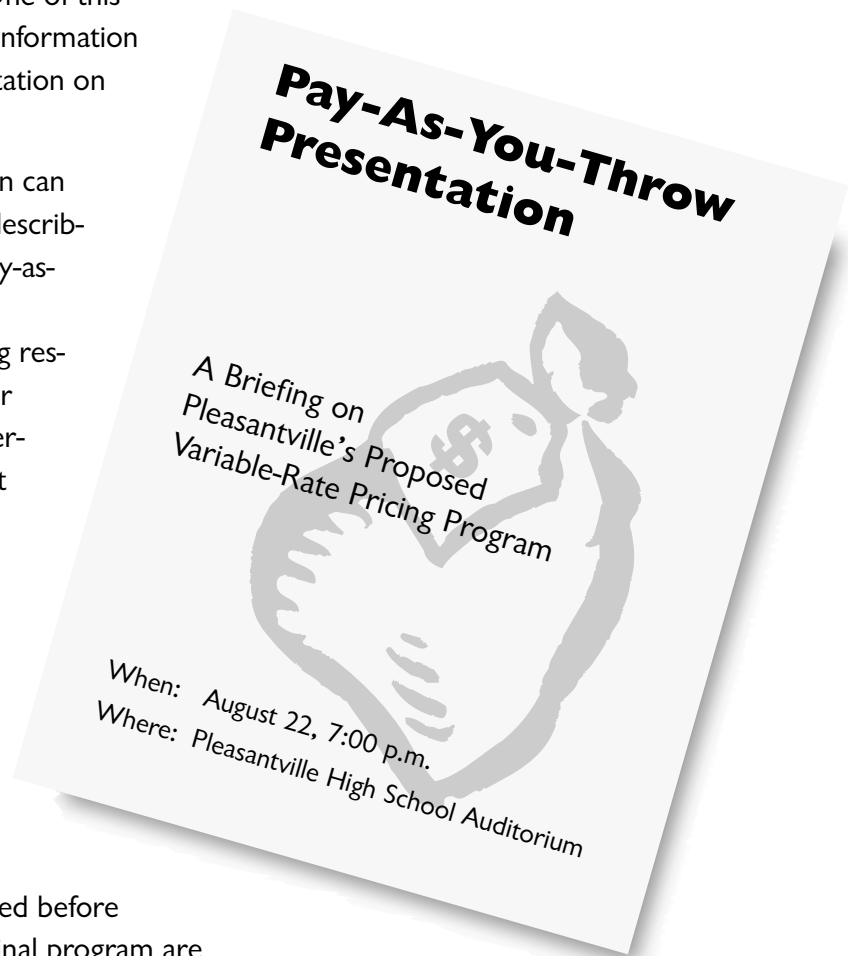
You might also consider other ways to provide information to the local media, including developing more comprehensive press kits (in addition to press releases, these can include items such as background reports and newsclippings from other pay-as-you-throw communities in your county or state) and conducting news conferences or briefings for residents about your program.



## Public Meetings

Town meetings and other public gatherings offer a good opportunity to introduce residents to pay-as-you-throw, discuss how it can help the community, and answer any questions that people might have. If you are planning such a presentation, you might want to develop an invitation flyer to promote the event. (See Section One of this workbook for more information on planning a presentation on pay-as-you-throw.)

The meeting invitation can include information describing the concept of pay-as-you-throw and its advantages and letting residents know that their community is considering such a program. It also can indicate that the meeting is being called not only to present the proposed program but to hear what residents think—emphasizing that this input will be seriously considered before decisions about the final program are made. Be sure to include space on the invitation to list the date, time, and location of the meeting, and invite residents to come ask questions and learn about the program.



# Newsletters

Many communities planning for pay-as-you-throw have developed newsletters to publicize their program. Creating and distributing a small (two- or four-page) monthly, bimonthly, or quarterly newsletter offers a chance to provide more information about your program than you are likely to get in the media. Newsletters also allow you to provide periodic updates as the program is developed—in many communities, the newsletter is launched well before program implementation—and help ensure that all residents are thoroughly aware of the program. You also can provide ongoing information about your program directly to the specific stakeholders you want to target.

Your newsletter can be used to introduce residents to pay-as-you-throw and clearly describe how the program can help both residents and the municipality to reduce waste and save money. You also can use the newsletter to ask residents

for their input and provide them with information about how to participate

before and during implementation. To effectively reach your audience, be sure to write the newsletter

articles in clear, everyday language. In addition, residents will be more likely to pick up and read a visually

attractive newsletter. Refer to the Clip Art section, beginning on page 111 of this workbook, for a set of illustrations and mastheads that you can use when creating your newsletter.



# Flyers and Brochures

Flyers and brochures are another way to provide pay-as-you-throw program information directly to households in your community. You can create a general flyer to introduce residents to pay-as-you-throw and its advantages or develop more specific versions that each focus on one particular aspect of your program (for example, procedures for purchasing bags or tips on how residents can reduce waste). Like newsletters, flyers and brochures can be used to deliver specific ideas about pay-as-you-throw to target audiences within your community.

An advantage to flyers and brochures is that they can be distributed through a number of different channels. They can be posted around town to advertise an upcoming pay-as-you-throw meeting or event, placed in stores and municipal offices, or direct mailed to residents individually with utility bills or in other periodic mailings. To help get your message across, try to design flyers that will attract the attention of your audiences. You can use the illustrations in the Clip Art section, beginning on page 111 of this workbook, to help create and assemble effective fact sheet designs.

