

SW Media Tracking						
TV Coverage 2007						
Date	Time	Length	Media Outlet	Topic	Market Coverage	Media Value
1/6/2007	7:00 a.m.	36 sec.	Channel 12 WKRC	Recycling Christmas trees.	34,537	\$210.00
3/9/2007	5:00 p.m.	35 sec.	Channel 12 WKRC	Hazardous Waste Drop-off.	69,839	\$495.83
3/17/2007	8:00 a.m.	37 sec.	Channel 9 WCPO	Hamilton County opens drop off site for hazardous waste.	37,893	\$308.33
3/17/2007	12:00 p.m.	45 sec.	Channel 9 WCPO	Hamilton County drop off for hazardous waste.	51,491	\$300.00
3/30/2008	5:30 p.m.	25 sec.	Channel 12 WKRC	Hamilton County waste sites open (yardwaste).	77,850	\$437.50
4/20/2007	5:30 p.m.	1 min.	Channel 12 WKRC	Earth Day.	105,297	\$1,050.00
6/12/2007	12:00 p.m.	50 sec.	Channel 12 WKRC	Yardwaste and the Emerald Ash Borer.	92,958	\$416.67
7/5/2007	5:30 p.m.	30 sec.	Channel 5 WLWT	Computer recycling event highlighted.	56,083	\$450.00
7/6/2007	5:00 a.m.	21 sec.	Channel 5 WLWT	Free computer recycling program.	24,636	\$52.50
9/18/2007	5:00 a.m.	23 sec.	Channel 5 WLWT	Go Green. Go Green Challenge.	24,636	\$57.50
9/18/2007	6:00 a.m.	35 sec.	Channel 5 WLWT	Environment. Go Green Challenge.	35,806	\$233.33
9/18/2007	5:00 a.m.	21 sec.	Channel 9 WCPO	Going Green. Press conference.	25,341	\$52.50
9/18/2007	6:00 a.m.	16 sec.	Channel 9 WCPO	Go Green Challenge kicks off today.	41,928	\$106.67
9/18/2007	5:00 p.m.	1 min., 39 sec.	Channel 9 WCPO	Go Green program (in detail).	112,253	\$2,475.00
9/19/2007	5:00 a.m.	26 sec.	Channel 19 WXIX	Go Green Challenge.	21,170	\$86.67
9/19/2007	5:00 a.m.	45 sec.	Channel 19 WXIX	Go Green Challenge.	21,170	\$150.00
9/19/2007	6:00 a.m.	30 sec.	Channel 19 WXIX	Go Green Challenge.	32,968	\$200.00
9/19/2007	10:00 p.m.	35 sec.	Channel 19 WXIX	Go Green Challenge.	142,555	\$700.00
10/11/2007	5:30 p.m.	1 min., 45 sec.	Channel 12 WKRC	Recycling drive today in St. Bernard.	67,029	\$1,837.50
10/21/2007	11:00 p.m.	1 min., 15 sec.	Channel 12 WKRC	Bengals recycling.	128,842	\$2,500.00

Date	Time	Length	Media Outlet	Topic	Market Coverage	Media Value
10/21/2007	10:00 p.m.	2 min. 44 sec.	Channel 64 WSTR	Trash for cash.	30,032	\$3,006.67
10/25/2007	5:30 p.m.	30 sec.	Channel 12 WKRC	Madiera staying green.	67,029	\$525.00
TOTAL					1,301,343	\$15,651.67

Solid Waste Media Tracking			
Date	Reporter's Name	Email Address	Media Outlet/Section
Date	Reporter's Name	Email Address	Topic/Title
1/3/2007	Jennie Key	northwestpress@communitypress.com	"Communities have options for discarding Christmas trees"
3/10/2007			"Yard-waste sites opening early"
3/12/2007			"Two sites taking hazardous waste"
3/13/2007			"Collections open to all in county"
3/14/2007	Rob Dowdy	rdowdy@communitypress.com	"Sycamore offers free recycling alternative"
3/15/2007			"Events - Hazardous waste"
3/23/2007			"Recycling reports due April 11"
4/4/2007			"Yard waste sites open"
4/4/2007			"Yard waste sites open"
4/4/2007			"Yard waste sites open"
4/4/2007			"Yard waste sites open"
4/8/2007			"Yardwaste sites closed for Easter"
4/11/2007			"Yard waste sites open"
4/12/2007	Forrest Sellers		"Think outside the box"
4/17/2007	Nicole Hamilton	nhamilton@townmediainc.com	"Greener pastures in the City"
4/23/2007	Cliff Radel	cradel@enquirer.com	"Going green gets easier"
5/1/2007			"Household hazardous waste collection program"
5/1/2007			"Compost bin sale cancelled"
5/11/2007			"Free computer recycling available"
5/15/2007	Ann Haas	ahaas@enquirer.com	"Recycle it: old computers"
5/17/2007			"Old computer equipment sought"
5/20/2007	Peggy O'Farrel	potarrel@enquirer.com	"Help ditch the mercury"
5/23/2007			"Free computer recycling available"
5/25/2007	Barrett Brunsman	bbrunsman@enquirer.com	"Bug will turn ash to trash"
5/26/2007	Joy Craft	jcrafft@enquirer.com	"Thermometer swap, computer drop"

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5/28/2007			"Recycling site closed today"
6/1/2007	Chandra Buswell	fairfaxforum@fuse.net	"Free computer recycling drop-off"
6/12/2007			"Hamilton County waste district sets meeting"
6/13/2007			"Ash-tree proposals made"
6/16/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Cincinnati stumped by emerald ash borer"
6/28/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Don't fall victim to these pests"
6/29/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Ash borer task force suggests solutions"
7/8/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Tree muggers"
7/11/2007			"Drop off old electronics"
7/16/2007	Peggy O'Farrel	poferrel@enquirer.com	"County promotes electronics recycling"
7/19/2007	Jane Prendergast	jprendergast@enquirer.com	"Benches: stay or go?"
7/19/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Ash borer remedy: make lumber"
7/20/2007	Barrett Brunnsman	bbrunnsman@enquirer.com	"Hamilton Co. wavers on buying sawmill"
7/30/2007			"Computer recycling collection"
8/1/2007	Chandra Buswell	fairfaxforum@fuse.net	"Recycle old computers and electronics"
8/5/2007			"New site opened for recycled goods"
8/15/2007			"Recycle your computer"
8/18/2007			"Recycle electronic equipment"
8/20/2007			"TV sets can be recycled"
8/23/2007			"Free recycling offered"
10/1/2007			"Freon recovery service available"
10/5/2007			"Compost Bin Sale"
10/9/2007			"Compost bins for sale Saturday"
10/11/2007	Cliff Radel	cradel@enquirer.com	"Stench summit' gets results"
10/12/2007			"Push to recycle 50% more"

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10/12/2007	Cliff Radel	cradel@enquirer.com	Cincinnati Enquirer
10/12/2007			Cincinnati Post/Local Section
10/19/2007			Community Press - Price Hill Press
10/26/2007			Cincinnati Enquirer/Local Section
11/8/2007			Community Press
11/11/2007			Cincinnati Enquirer/The Region
11/14/2007			Northwest Press
11/16/2007	Barrett Brunzman	bbrunzman@enquirer.com	Cincinnati Enquirer/Local Section
11/16/2007	Lindsay Kottmann		Cincy Business Magazine
11/16/2007	Rob Dowdy	rdowdy@communitypress.com	Community Press
11/26/2007			Cincinnati Enquirer/Local Section
11/26/2007			Madeira Newsletter
11/26/2007	Rob Dowdy	rdowdy@communitypress.com	Community Press
11/30/2007	Jereme Simmons	jsimmons@communitypress.com	Community Press
12/30/2007	Stephanie Romine	sromanie@enquirer.com	Cincinnati Enquirer/Business Section

"Rumpke odor patrol will respond 24/7"

"Compost bins for sale"

"Waste program closing"

"City top-rated in county recycling"

"Free computer recycling"

"Yard waste drop-off center closed Nov. 25"

"Computer Recycling"

"School could use doomed ash - Plans afoot to deal with emerald borer's destruction"

"Going Green"

"Forest Park recognized for recycling efforts"

"Donate unwanted computers, gear"

"Slim Waste for the Holidays"

"Village recognized for recycling efforts"

"Recycling program kicks off, winds up"

"Look Who's Talking - Holly Christmann, Hamilton County Recycling Guru"