

Attachment G

SW Media Tracking

TV Coverage 2008

Date	Length	Media Outlet	Topic	Market Coverage	Media Value
2/11/2008	30 sec.	WKRC-TV Ch. 12	RecycleBank.	53,196	\$250.00
2/13/2008	22 sec.	WCPO-TV Ch. 9	Hamilton County & Rumpke working on RecycleBank.	78,151	\$550.00
2/13/2008	20 sec.	WLWT-TV Ch. 5	Rewards for recycling. RecycleBank.	32,395	\$266.67
2/13/2008	30 sec.	WKRCT-TV Ch. 12	County Wants to Test for Rewards.	55,282	\$250.00
2/13/2008		WTOL-TV Ch. 11 (Toledo)	Coupons for your trash?		
2/14/2008	20 sec.	WLWT-TV Ch. 5	Recyclers to reap rewards - New Hamilton Co. Program.	19,807	\$133.33
3/1/2008	20 sec.	WCPO-TV Ch. 9	Hamilton County free hazardous waste drop-offs open.	38,939	\$166.67
3/17/2008	27 sec.	WXIX-TV Ch. 19	Cincinnati State takes Go Green Challenge.	113,929	\$540.00
3/18/2008	31 sec.	WXIX-TV Ch. 19	Cincinnati State takes Go Green Challenge.	27,603	\$166.67
3/18/2008	25 sec.	WXIX-TV Ch. 19	Cincinnati State takes Go Green Challenge.	49,693	\$60.00
3/18/2008	9 sec.	WXIX-TV Ch. 19	Cincinnati State takes Go Green Challenge.	38,524	\$186.67
3/18/2008	28 sec.	WXIX-TV Ch. 19	Cincinnati State takes Go Green Challenge.	72,628	\$350.00
3/19/2008	14 sec.	WCPO-TV Ch. 9	Living Green - Phone Bank.	72,628	\$1,200.00
3/19/2008	48 sec.	WCPO-TV Ch. 9	Living Green - Phone Bank.	78,151	\$325.00
3/19/2008	13 sec.	WCPO-TV Ch. 9	Living Green - Phone Bank.	85,831	\$373.33
3/19/2008	14 sec.	WCPO-TV Ch. 9	Living Green - Phone Bank.	49,322	\$1,600.00
3/20/2008	2 min.	WLWT-TV Ch. 5	Paper vs. Plastic - Neither (cloth shopping bags).	19,807	\$360.00
3/21/2008	54 sec.	WLWT-TV Ch. 5	Paper vs. Plastic - Neither (cloth shopping bags).	111,723	\$3,750.00
4/22/2008	50 sec.	WCPO-TV Ch. 9	John Matarese - Computer Recycling Program details.	34,105	\$450.00
4/22/2008	30 sec.	WKRC-TV Ch. 12	Go Green Challenge - Earth Day recognition ceremony.	63,326	\$4,521.00
4/22/2008	1 min. 53 sec.	WLWT-TV Ch. 5	Earth Day - Computer Recycling Program details.	459,373	\$2,220.00
4/22/2008	37 sec.	WXIX-TV Ch. 19	Go Green Challenge - Earth Day recognition ceremony.	116,851	\$17,439.00
5/1/2008	3 min. 38 sec.	WCPO-TV Ch. 9	RecycleBank and Montgomery.	60,375	\$1,125.00
5/1/2008	50 sec.	WCPO-TV Ch. 9	RecycleBank and Montgomery.	32,751	\$1,041.00
5/1/2008	52 sec.	WCPO-TV Ch. 9	RecycleBank and Montgomery.	32,751	\$420.00
5/1/2008	21 sec.	WCPO-TV Ch. 9	RecycleBank and Montgomery.	20,266	\$96.00
5/1/2008	13 sec.	WCPO-TV Ch. 9	RecycleBank and Montgomery.	18,053	\$1,710.00
5/13/2008	3 min. 48 sec.	WLWT-TV Ch. 5	Plastic vs. Paper		\$39,550.34

Solid Waste Media Tracking

Print Media 2008

Date	Media Outlet/Section	Topic/Title
1/3/2008	(Ran in all community press papers)	"Communities have options for discarding Christmas trees"
1/4/2008	Cincinnati Enquirer/Local Section	"Where to dump trees, brush"
1/9/2008	Community Press/School Notes	"Pollution Prevention"
1/11/2008	Community Press	"Multi-family residences can recycle"
1/14/2008	Cincinnati Enquirer	"Businesses can host anti-pollution intern"
1/16/2008	Community Press	"Pollution Prevention"
1/18/2008	Cincinnati Enquirer/Politics Extra (Blog)	"Commissioners go green at the zoo"
1/24/2008	News Record (UC Student Newspaper)	"New pilot program to boost campus-wide recycling"
2/12/2008	Cincinnati Enquirer/Local Section	"Recycler could reap rewards"
2/13/2008	Cincinnati Enquirer/Front Page	"Recycle and get coupons"
2/13/2008	Akron Beacon Journal	"Hamilton County considers coupons for recyclers"
2/14/2008	Cincinnati Enquirer	"Coupon promotion seeks more users"
2/22/2008	Cincinnati Enquirer/Business Section	"Save-the-Earth fervor spreads in businesses, governments"
2/28/2008	Cincinnati Enquirer/Local Section	"Recycle hazardous waste"
2/28/2008	Community Press	"Free hazardous waste drop-off sites open"
2/28/2008	Community Press	"Montgomery may participate in recycling pilot program"
2/29/2008	The Catholic Telegraph	"Meet St. Aloysius Gonzaga's 'Queen of Trash'"
3/3/2008	Community Press	"Hamilton County solid waste policy committee has opening"
3/3/2008	Community Press	"Montgomery takes recycling to the bank"
3/6/2008	Community Press	"Delhi Township trash adds up"
3/7/2008	Community Press	"Loveland residents recycle their way into savings"
3/10/2008	Cincinnati Enquirer	"Mercury pollution risk of new bulbs"
3/15/2008	Live Green Cincinnati	"Free computer recycling"
3/19/2008	Community Press	"St. Aloysius students reducing waste"
3/21/2008	Community Press	"Hazardous waste drop-off site closed Saturday"
3/27/2008	Community Press	"Yard, electronic waste drop-off sites to open"
3/31/2008	Community Press	"All Loveland residents may use Hamilton County hazardous household waste drop-off points"
3/31/2008	Community Press	"County recycling programs now open"
4/3/2008	Community Press	"School Notes - Calling all teens" (Youth Council)
4/4/2008	Indian Hill Bulletin	"Indian Hill Residents Recycled 715.89 tons in 2007"
4/6/2008	Cincinnati Enquirer/Community Calendar	"Yardwaste recycling drop-off"
4/9/2008	Community Press	"School Notes - Calling all teens" (Youth Council)

Solid Waste Media Tracking

Print Media 2008

Date	Media Outlet/Section	Topic/Title
4/14/2008	Community Press	"Youth council to help environment"
4/24/2008	Community Press	"Wyoming brings green, thinks green at May Fete"
5/15/2008	Community Press	"Montgomery participates in innovative recycling program"
5/23/2008	KY Post	"City of Montgomery Receives Recycling Grant"
5/23/2008	Cincinnati Enquirer	"Waste drop-off won't be held Saturday"
6/1/2008	Madeira News (May/June)	"Spring Fever? Think Composting!"