



**Ohio Department of Natural Resources
Division of Recycling and Litter Prevention
Special Assistance Grant**



INTRODUCTION

The Chief of the Division of Recycling and Litter Prevention, with the approval of the Director of the Ohio Department of Natural Resources, is authorized under Chapter 1502 of the Ohio Revised Code (ORC) to make grants for recycling activities and projects, including education and public awareness campaigns to promote recycling. The Division is offering a pilot grant to Hamilton County Solid Waste District to conduct a regional public awareness campaign to promote recycling.

HISTORY

The Division wishes to explore an effective means to encourage recycling participation as over the past three years recycling has hit a plateau in the state of Ohio. Further, the Division wishes to place an emphasis on the recycling of PET plastic, single-serve beverage containers.

Not since 1990 has the Division promoted recycling through the use of a statewide radio campaign. A responsible approach to testing the effectiveness of radio as a means to encourage recycling participation is by implementing a pilot project on a regional basis. Based upon the results of the pilot project, the Division will then be able to determine if a statewide campaign would be the most effective means in which to promote recycling participation.

In addition, the Division wishes to encourage the recycling of PET plastic, single-serve beverage containers. These containers are becoming more and more prevalent and are both a litter problem and a recycling problem. It is a fact that sports fans and athletes are major consumers of beverages in plastic, single-serve containers such as pop, water, high energy drinks such as Gatorade, and now beer. In 2001 as part of a national pilot project, the National Association for PET Container Resources (NAPCOR), ODNR-DRLP and Hamilton County SWD teamed up with the Cincinnati Reds to conduct a pilot "stadium sweep" to collect and analyze the use and disposal of PET containers at Cinergy Field.

It is because of this pre-established partnership and results of the 2001 pilot project, the Division wishes to target sports demographics, specifically the Cincinnati Reds fans. Implementation of this pilot project will not only target the sports demographics but will utilize radio as the tool in which to promote recycling participation. WLW 700 Radio is the official voice of the Cincinnati Reds and has agreed to assist in this endeavor providing technical, marketing and financial assistance to the project.

PURPOSE

A regional approach will be taken, utilizing less staff time and funding, to test the campaign effectiveness. Baselines will be established, and results gathered and analyzed to determine the campaign effectiveness and appropriateness of a statewide campaign.

The Division will offer grant funds Hamilton County Solid Waste District to:

1. Conduct the pilot campaign;
2. Provide a minimum grant match of 50%;
3. Provide the division with the solid waste district's current baseline recycling collections numbers; and
4. Provide the division with the solid waste district's recycling collections numbers after the promotional period of 6 months.

MEDIA

Research by the division indicates that WLW-AM 700 Radio in Cincinnati is willing to work the division and solid waste district in this endeavor. WLW is the official voice of the Cincinnati Reds with a listenership averaging 458,000 each week on the Reds network broadcast and 173,000 in Hamilton County alone, and spanning a wide range of demographics. WLW also broadcasts across another 17 radio satellite stations in Ohio, reaching areas such as Marietta, Zanesville, Columbus, Lima and Findlay. WLW and Reds Radio will provide a consistent recycling campaign throughout the 2002 Reds baseball season. Messages will vary from very general to SWD specific.

Utilizing this radio network will provide the campaign with 6 months of airtime for listener demographics that reaches all sectors of the population.

CAMPAIGN

Total Package Value: \$222,925

Grants Funds:	\$75,000
SWD Match:	\$54,525

Actual Investment - \$129,525

- Eighty-one (81) :30 second announcements to air in Reds Broadcast (Pre/In/Post) during 2002 regular season games, 700 WLW - Hamilton county specific
- Eighty-one (81) :30 second announcements to air in Reds Broadcast (Pre/In/Post) during 2002 regular season games, network broadcast (R.O.)

- Forty (40) :30 second announcement to air in Reds-on-Radio Broadcast (Pre/In/Post) during 2002 regular season games, 700 WLW (R.O.)
- Nine (9) :30-second announcements to air Pre/In/Post 2002 Spring Training, 700 WLW - Hamilton county specific
- Nine (9) :30-second announcements to air Pre/In/Post 2002 Spring Training, network broadcast (R.O.)
- Fifty (50) :15 second "Back to Basics" announcements to air Pre/In/Post games, 700 WLW - Hamilton county specific
- Twenty-four (24) :15 second "Back to Basics" announcements to air Pre/In/Post games, 700 WLW (R.O.)
- Minimum of Eighty-one (81) Recycled "Great Moments" in Cinergy Field with R.O. opening billboard
- One (1) on-site two-hour Station Remote to include station personnel, vehicle, and banners with 8 promos to pre-promote and a minimum of 4 cut-ins during the appearance inviting listeners to stop by. Hamilton county specific event
- Distribution of pamphlets, flyers, etc. at station appearances/events throughout the season. Hamilton County specific.

GRANT PERIOD

The pilot grant period is April 1, 2002 through January 31, 2003.



Ohio Department of Natural Resources

BOB TAFT, GOVERNOR

SAMUEL W. SPECK, DIRECTOR

DIVISION OF RECYCLING AND LITTER PREVENTION

RON KOLBASH - ACTING CHIEF

Mr. Jeff Aluotto
Hamilton County Solid Waste District
250 William Howard Taft Road
Cincinnati, OH 45219

February 15, 2002

Dear Mr. Aluotto,

The Ohio Department of Natural Resources, Division of Recycling and Litter Prevention, is offering the opportunity for Hamilton County Solid Waste District to participate in a Special Assistance Grant Program. Approved by the Division of Recycling and Litter Prevention Advisory Council, the grant will provide funding to solid waste districts, communities and state agencies for the purpose of participating in research pilot projects, recycling equipment acquisitions, market development opportunities, and recycling collection program assistance.

The purpose of this grant is to regionally test the effectiveness of utilizing radio as a means to encourage recycling, and specifically, target major sports demographics, great consumers of beverages in PET plastic single-serve bottles. The results will be utilized by the Division to determine the methodology of the next statewide recycling promotions campaign.

The offer comes to you as the Division and Hamilton County Solid Waste District have a pre-established working relationship that focused on the collection of PET bottles originating from the fans of the Cincinnati Reds. In addition, Hamilton County Solid Waste District has a great reputation for its data collection and reporting efforts, efforts that are extremely important in this pilot project.

Attached is a brief summary of the Special Assistance Grant for a proposed research pilot project. It is understood that you will need to seek and obtain appropriate levels of approval in order to proceed. Please let me know at your earliest convenience if, indeed, you want and can participate in the research pilot project through the grant.

Sincerely,

Donna M. Stusek, Administrator
ODNR, Division of Recycling and Litter Prevention

c: T. Davis, Deputy Chief, DRLP