

**Suzanne Michaels
Communications**

Connecting with the Media



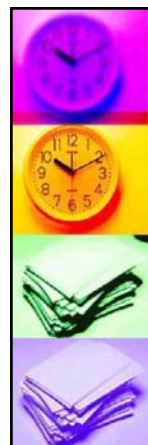
You WANT media coverage!

- **Writing a press release:**
 - It's an invitation
 - What's your message?
 - Keep it short
 - Include the BASICS
 - Who, what, when, where, why
 - When to send



Media Distribution

- **Creating a LIST**
- **Growing a relationship**
- **Phone – Fax – Email**
 - **Reminder phone call the morning OF**



The Day of Your Event

- **They're here – what do I do???**
- **They didn't show up – what do I do???**
- **They covered my story – YEA! Am I done?**



E-SCRAP OUTREACH
Nov 2009 Las Cruces/Doña Ana County

- **60,000 Utility Bill INSERTS**
 - English/Spanish
- **PRINT Ads and Reports**
- **RADIO**
 - 101 Gold English
 - KBNA / KAMA Spanish
- **Email blasts**



E-SCRAP Collection Results

In 6 hours we collected **75 TONS** of electronics – 36% of all the recyclables collected in the entire state of New Mexico during the entire month

