2-22-2008

Anti-Litter/Anti-Dumping Messaging Campaign – Phase II

Public Lands Institute

Follow this and additional works at: http://digitalscholarship.unlv.edu/pli_litter_presentations
Part of the Education Commons, and the Environmental Monitoring Commons

Repository Citation

Available at: http://digitalscholarship.unlv.edu/pli_litter_presentations/1

This Presentation is brought to you for free and open access by the Public Lands Institute at Digital Scholarship@UNLV. It has been accepted for inclusion in Anti-littering Presentations by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.
Anti-Litter/Anti-Dumping Messaging Campaign – Phase II

Presentation to SNAP Board of Directors

February 22, 2008
Phase I
Campaign Highlights

- **Print Ads** –

- **Republic Services Partnership** –
  Four ads in seven zone publications of The View and eight zone publications of The News in June and July 2007

- **Spanish Radio** –
  332 spots on the #1 Spanish-language radio station (KWID-FM) in Las Vegas in October 2006, February 2007 and March 2007
Phase I
Campaign Highlights

- Metro Networks –
  521 ten-second traffic sponsorships in the morning and afternoon drive times in October 2006, February 2007 and March 2007

- Billboard –
  North Face Tri-Vision billboard on US 95 at Russell December 2006 – February 2007

- Cinema Ads –
  80 screens (2 ads per screen) November and December 2006
Phase I
Campaign Results

Campaign generated nearly a quarter million visits to the Don’t Trash Nevada website!

Don't Trash Nevada Website Traffic

- Oct
- Nov
- Dec
- Jan
- Feb
- Mar
- Apr
- May
- Jun

Requests vs. Month
Phase I
Campaign Results

- Partnership established with Republic Services
- Attended 4 special events, fairs, and trade shows
- Nearly 300 committed to the Don’t Trash Nevada pledge
- Recruited 1 Take Pride School
Phase II
Proposed Campaign

- Increase public awareness about desert dumping and urban littering
- Increase the media’s awareness of the dumping and littering problem
- Over the life of the campaign, modify behavior to reduce littering and dumping by Clark County residents and visitors
Reinforce the 2006 messaging campaign with continued messages to the general public.

Narrow the focus of communication to targeted audiences.
   a. Construction industry
   b. Youth
   c. Shooters
   d. Boaters

Use paid media (controlled) and news media (uncontrolled) to publicize the impact dumping and littering have on the environment, and how to create positive community changes.
Desert dumping is a problem

Dumping and littering are illegal, costly and socially irresponsible

There are easy, legal ways to dispose of trash and construction debris
Tactics/Activities -- Advertising

Uncontrolled Media –
- Pitch media to promote special event in Spring 2008

Controlled Media –
- Print, Radio and TV advertising
- Advertorial in Nevada Business Journal
- Newsletter editorials and ads in construction-related publications
- Bus shelter advertising
Tactics/Activities – Outreach

Youth –
Develop educational materials for Take Pride Schools; direct mail to educators

Business –
Presentations to community/business groups

Contractor –
Presentations to construction-related groups, such as National Association of Minority Contractors, Associated General Contractors, Southern Nevada Home Builders Association
Tactics/Activities – Online

- Website –
  Expand information page on legally disposing commercial waste

- Social Media –
  Add podcasts/vodcasts
Plan and execute an event tied to the Great American Cleanup period, March through May
Possibilities:
- Celebrate Arbor Day (April 25) with a selected youth group or school
- Clean-up event in an area of illegal dumping with a construction-related organization
Evaluation

Measurement Tactics:
- Number of visitors to Don’t Trash Nevada website
- Number of people attending special events
- Pre- and post-test to assess awareness level
Action Items

- Decision by SNAP Board of Directors
- Development of Media Plan
- Plan Public Awareness/Campaign Roll-Out Event
- Implement Campaign
Thank You

www.DontTrashNevada.org