

# 12.0 Getting your Messages Across



## 12.1 Why this theme?

A major part of any waste reduction scheme is persuading people to do their bit (see 5.2.1). It is therefore important that any promotional publicity is as effective and successful as possible.

This theme outlines the various methods and styles of marketing used during the Corby Waste Not Scheme to get messages across effectively.

## 12.2 What we did

The method and technique of marketing should be based on the message you are trying to communicate, your target audience, your budget and your available time. The methods and techniques outlined in this section should be used as a toolkit to help you build an effective and relevant awareness-raising campaign.

### 12.2.1 Media

#### 12.2.1.1 Publications

Corby Waste Not has used posters, leaflets and newsletters to communicate information to wider audiences. The Corby Waste Not Gazette was a newsletter posted to all members of the Corby Green Business Club (see 5.2.2.1 and 12.2.2.1). A green business card was included in one edition, promoting CWN's free-standing cross-community waste reduction Projectwork. Quarterly and annual reports were also produced, and this Pack constitutes the end-of-scheme report. This Pack has been distributed widely and is available on the Internet at [www.studentforce.demon.co.uk](http://www.studentforce.demon.co.uk). Additionally, a scientific paper has been published on CWN (see 2.7 for the reference).

#### 12.2.1.2 Events

Corby Waste Not has run a variety of promotional events for different audiences. Business breakfasts were training events for Corby Green Business Club members (see 5.2.2.2) and business waste presentations were given to individual companies (see 5.2.2.3).

Several exhibitions catered for both businesses and the general public, and were held in empty shops (see 5.2.2.2). Additionally, an exhibition at Corby Library was created for the costumes modelled at the Kingswood Neighbourhood Centre Activity Club fashion show (see 9.2.4 and 12.2.2.4).

An informal cheese, wine and compost social evening was held as part of the Projectwork at Cottingham (see 8.2.3), and a week of themed activities took place at Cottingham Village School (see 9.2.2 and 12.2.2.4). A play on domestic recycling was performed at schools across Corby (see 9.2.3 and 12.2.2.4).

### 12.2.1.3 Press and radio

Good press coverage was achieved by developing good working relationships with newspaper reporters and editors. Corby Waste Not released 26 press releases and was mentioned in over 90 press articles. A total of 21 radio interviews were also given. Another method of promotion used was through articles in other organisation's newsletters.

#### Writing a Press Release

- Always include the 5 W's; Who, What, Where, When and Why. Make sure they are in the first couple of paragraphs
- Start with a bang! Write a striking introduction that will grab attention. Put the detail further down
- Try to include at least one quote to bring the story to life
- Keep it short and simple, a page of A4 is about right. They will contact you if they want more detail
- Give your piece a headline. The editor may well change it but it will give a flavour of what you are trying to convey
- Remember to make one point per press release
- Put contact details at the bottom, including day and evening telephone numbers and an email address if possible
- Avoid jargon and write out acronyms in full the first time you mention them, followed by the acronym in brackets e.g. Corby Waste Not (CWN)
- Build up a network of named contacts, and be prepared to talk to them, if you have a reputation for having an interesting story, they may well contact you when they are short of copy
- Beware of talking off the cuff, as it's easy to say something you later regret. Don't be afraid to ask your contact to ring back, then jot down some thoughts. Be particularly wary of leading questions such as "would you say that..?" If you agree, it may turn up as a quote by you!

#### Doing a radio interview

- Most interviews on local radio will be conducted by telephone, pre-recorded and edited, so don't worry too much about being tongue tied, its amazing what a sympathetic interviewer can achieve!
- Cultivate contacts in your local radio station, and contact them directly, some interviewers are much easier to work with than others
- Arrange a time for the interviewer to call you that allow you to prepare, put any other telephones on divert and a Do Not Disturb sign on the door
- When you make the initial contact, a skilled interviewer will chat informally with you to establish what the item is about and what information you want to convey. If your contact doesn't do this, prompt them to do so
- Prepare a sheet of key points you want to get across, in large clear type, and go over it carefully. Be particularly careful to jot down correct titles for funders and partner organisations
- Remember the 5 W's mentioned in Press Releases - they are equally important on radio
- If you are nervous, try to imagine yourself chatting to the interviewer at a party; don't think of yourself as addressing a huge audience

## 12.2.2 Techniques

There are entire textbooks written on effective marketing techniques. Corby Waste Not used the following techniques.

### 12.2.2.1 Eye catching graphics

To help get the attention of Corby Green Business Club Members, an un-businesslike emblem was printed on the front cover the Corby Waste Not Gazette (also see 5.2.2.1). The cow concept, shown in figure 42, represents the Cost Of Wastes in businesses and helped highlight an invitation to attend a waste minimisation training event. The concept was very successful in generating interest, with the majority of respondents commenting on it.



**Do you know the  
Cost  
Of  
Waste  
in your business?**

Figure 42 The Cost Of Waste concept used on the cover of the Corby Waste Not gazette to attract interest in a waste minimisation event

The Corby Waste Not Gazettes were concise, informative and interesting, using eye-catching graphics and slogans to get key messages across.

### 12.2.2.2 Catchy names, icon and slogans

When creating a scheme, it is preferable to develop a catchy name, icon and slogan to help people remember and recognise the project.

The Corby Waste Not name plays on the Waste Not Want Not phrase, so is relevant and catchy. The Community Eco-Check scheme (see 3.2) was re-branded from the Eco-Audit scheme, which was considered to be too formal and businesslike, and the continuation of the Corby Green Business Club was renamed CW-IC, or Cut Waste – Improve Competitiveness (see 5.2.2.4).

Icons can further help to establish a brand. Dot the Corby Waste Not Daisy has been used throughout this Pack (see figure 07). Similarly, the Corby Volunteer Bureau used Dinocycle the Dinosaur to promote