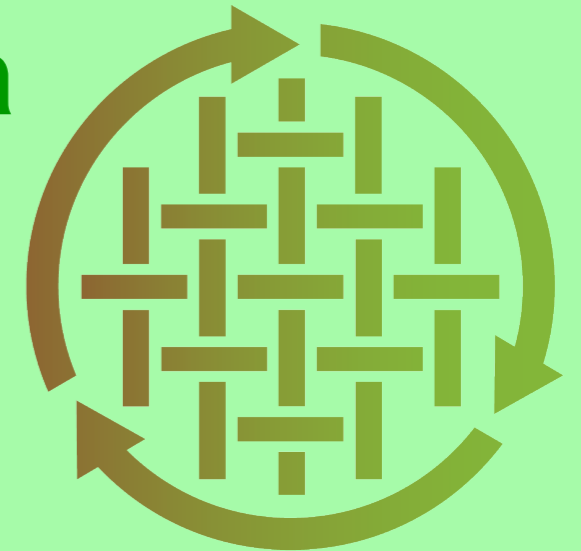




“Re-Clothe NY”

**Telling the story of textile recovery
in your community to the media**

Paul Bailey
Director, Strategic Communications
Fallston Group, LLC



TEXTILE RECOVERY
#ReClotheNY

#ReClotheNY

Brief Professional Bio

Paul Bailey

- Reporter/Anchor
- The Baltimore Sun
- Private Corporation
- Fallston Group



Why We're Here

In NY 700 million
tons discarded



More than 5% of
all solid waste

12+ million tons
discarded per
year



Only 2.25 million
tons (15%)
reclaimed:
95% could have
been reclaimed

Why Do People Throw Away Textiles

No one would want to wear it



It's torn
Missing buttons;
The zipper is broken

It has a stain

These towels are worn out



We haven't changed the message!

How To Tell The Story

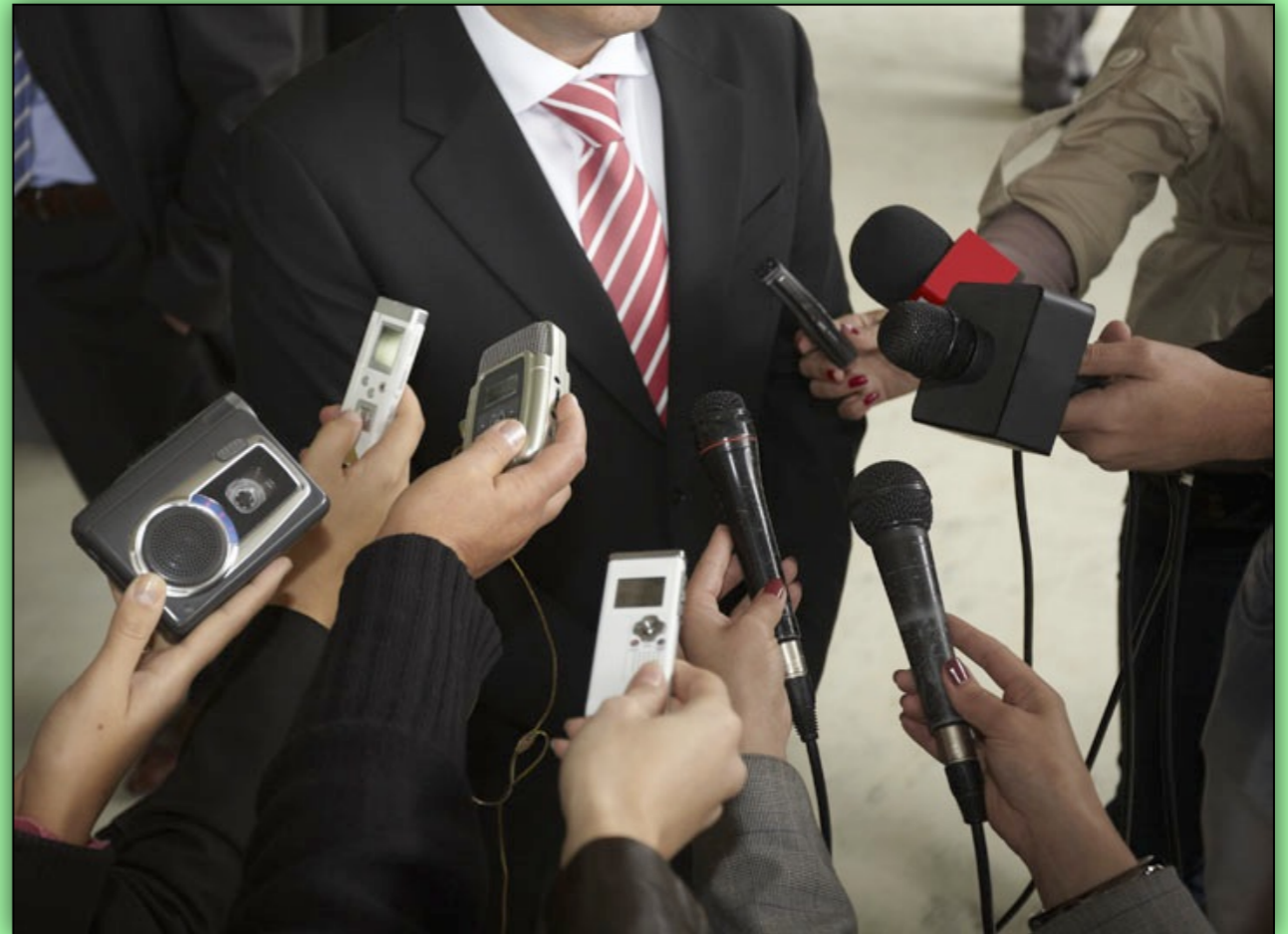
*“If you don’t tell your story, someone else will.
And, when someone else tells your story, it
won’t be the story you want told.”*



Telling Your Story to the Media

Traditional Media

- Radio
- Television
- Newspapers



New Media

- Online News Sources
 - Patch.com
 - Local News Sites
 - Blogs
- Municipality Web Site
- Social Media
 - Facebook
 - Twitter





Traditional Media

Radio

- Fewer stations have news departments
- Small staff
- Direct contact with reporter/anchor/news director



Traditional Media

Newspaper

- Primary contact: news editors
- Reporters may also be a photographer
- Also a source for online story placement



Traditional Media

Television

- Primary contact: assignment editors
- Reporters may also be a photographer
- Also a source for online story placement





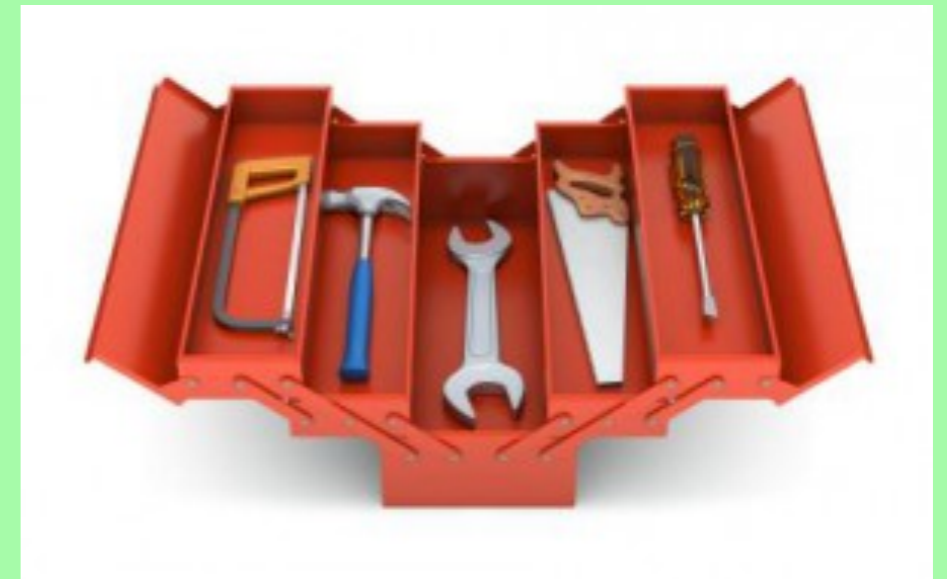
**I know the route...
how do I get there?**



Telling Your Story to the Media

Re-Clothe NY: Media Toolkit

- Media Placement Tipsheet
- Media Advisory: Template
- News Release: Template
- Talking Point
- Fact Sheet



Think Like a Reporter/Editor

- Story Basics:
 - Who, What, When, Where, Why
- Think Visually
 - Everyone uses video
 - Photos help advance the story
- What's the “hook?”



Media Placement Tipsheet

Media Strategy

- Media advisory: ~ 10 days in advance
- Follow-up phone call: next day
- Confirmation phone call #1: 5 days out
- Confirmation phone call #2: 2 days out
- Confirmation phone call #3: day before

Media Placement Tipsheet

How to Get Coverage

- Use talking points/fact sheet stats
- Paint a picture
- Try to get a name of a reporter, editor or producer
- Return phone calls and emails immediately



Talking Points

Key points when speaking with the media:

- In NY State 1.4 billion pounds discarded annually
- Or 700,000 tons
- Lost market value: more than \$200 million
- Lost employment opportunities: 9,600 jobs
- Average person trashes 70 lbs./year

Talking Points

Key points when speaking with the media:

- **Nationally: 12+ billion tons discarded annually**
- **Only 15% (2.25 billion tons) reclaimed**
- **95% of material COULD have been recycled**
- **Greatly reduces GHG**
 - Equal to removing 1.3 million cars from U.S. roads
 - Yard waste recycling: removes 170,000 cars
 - Glass recycling: removes 210,000 cars
 - Plastic recycling: removes 640,000 cars

Managing the Media at Your Event

Must dos when interacting with the media at your event:

- Assign a “media coordinator”
- Identify event spokesperson
- Keep record of reporters/outlets
- Provide contact information
- Have safety gear available for members of the media



Managing the Media at Your Event

Spokesperson reminders:

- Introduce yourself to the news team
- Use “C and C” – chat and charm
- You’re never “off the record”
- Speak clearly and be precise/concise
- Remember – you are in control

What if no one covers the event?



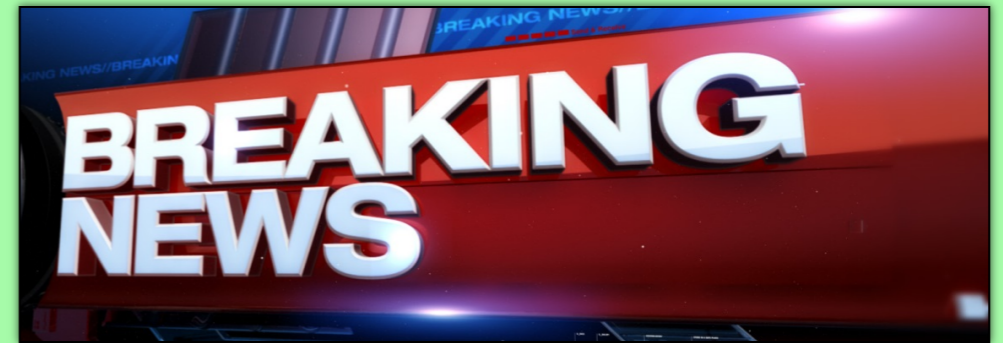
Tell Your Own Story

- Submit story/photos
 - Be timely (same/next day)
 - Use captions for photos
- Submit story to local news source websites
- Use new media
- “Comment” on posted stories



Additional Media Outreach

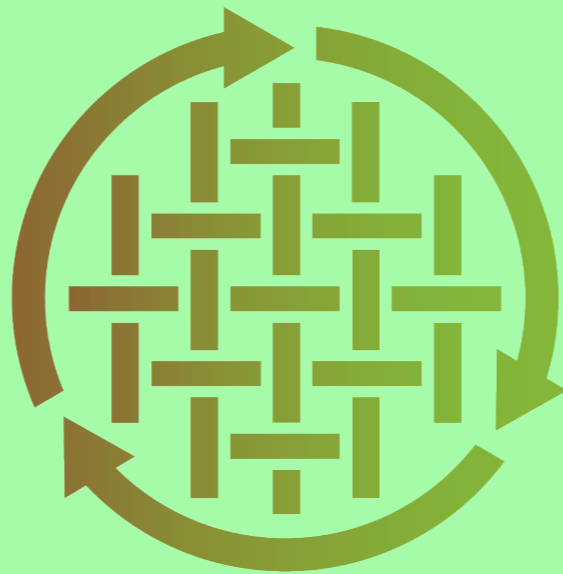
- Other PR Deliverables
 - Campaign news release
 - Common practices
 - Letter to the Editor
 - Radio PSA
- News Release Delivered Statewide



Additional Media Outreach

- To download “media toolkit”:

<http://www.nytextiles.org>



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Questions?

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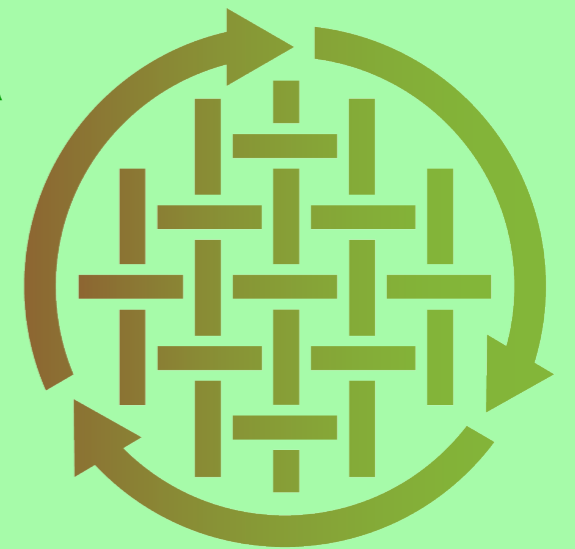
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