“Re-Clothe NY”
Telling the story of textile recovery in your community to the media

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#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

12+ million tons discarded per year

95% could have been reclaimed
Why Do People Throw Away Textiles

- No one would want to wear it
- It has a stain
- These towels are worn out
- It’s torn
- Missing buttons;
- The zipper is broken
- 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.”
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?
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:
• 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

TEXTILE RECOVERY
#ReClotheNY
Questions?

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