

## **APPENDIX J. Media Guide**

**(NOTE: THIS GUIDE IS COMPREHENSIVE AND INCLUDES SEVERAL METHODS FOR MEDIA OUTREACH. EVENT ORGANIZERS ARE ENCOURAGED TO USE ANY OR ALL THAT ARE APPROPRIATE FOR THEIR AUDIENCES.)**

### **COORDINATING PUBLICITY**

Newspapers and radio and television stations are important partners to help publicize your event and recruit participants for California Coastal Cleanup Day (CCD). Good relationships with local media representatives can help make the Cleanup even more successful.

As the county or regional coordinator, you will be the official CCD publicity coordinator for your county or area. If possible, try to find someone with experience in public relations or journalism to help you work with the media. This person should also have enough time to develop the media contacts you need and respond to any media interviews that the Coastal Commission staff helps arrange for you. Part of your publicity campaign is to convince reporters that this is an important community event that they need to cover. Your promotion director's name and telephone number(s) should appear on all news releases, public service announcements, and other communications with the media.

If you start early, you may be able to get publicity assistance by recruiting a local newspaper, radio, or television station to sign on as one of your official county CCD sponsors. Radio and television stations reach a large portion of the community through brief mentions on the air, and a well-known local personality may be willing to serve as a spokesperson for your event. Keep in mind that an alliance with one particular television station or radio group might preclude coverage on other networks/station. So choose wisely - start with the highest rated station in your market and work down the list.

If you don't have a media sponsor for your event, you need to start early to develop personal contacts with the media long before CCD (see Developing Media Contacts below). Good relationships with reporters and public service directors increase the chances of getting coverage of the next scheduled cleanup.

### **DEVELOPING MEDIA CONTACTS**

The more people that know about your cleanup, the more likely you are to have a successful and profitable event. Start early to develop a list of media contacts to whom you will send cleanup information. This list should include:

- local newspaper reporters who cover "Lifestyle" or "metro" sections, the outdoors, environment, science, and community affairs;
- radio and television public service directors;
- local talk-show hosts who might interview you and/or any of your sponsors;
- editors of community group newsletters/papers; and
- public access channels that cover community events, including local university channels.

You will also want to develop a separate “community contacts” list of other people who might help you to get the word out about your CCD event and help recruit participants. This list might include:

- elected community officials;
- principals and teachers of local schools and board of education members;
- leaders of scouting, Camp Fire, or 4-H groups;
- religious leaders;
- officers of environmental or service clubs; and
- members of local chamber of commerce.

If possible, put your lists on a computer database, so you can add and change information as your planning progresses. Many computer programs will allow you to create mailing labels directly from lists so you can send different mailings to the same people without addressing the envelopes each time.

Your direct promotion methods should be augmented by more widespread, indirect approaches such as:

- Hanging posters in stores, schools, churches, etc.;
- Distributing flyers with your local CCD information to local community and environmental groups;
- Placing calendar notices in newspapers, magazines, and newsletters;
- Broadcasting on radio and television stations; and
- Posting notices on community bulletin boards.

### **Is a Cleanup News?**

News can be any type of story that is of interest to your local media outlets. The key when considering sending a news story to the media is: does it have local impact? Your local media is only interested in stories for or about the community reader, listener or viewer and a local

Cleanup definitely fits that bill.

News stories can be:

- An announcement or account of your Cleanup
- What will or has happened to a local person or people (e.g. stories about Cleanup volunteers)
- Local information people need (e.g. “More than 1 ton of litter is collected by your Cleanup each year.  
This can be prevented if everyone lends a hand.”)

### **From the Media Perspective**

When you work with media by pitching stories or writing op-ed pieces, it is important to consider things from the media perspective. Here are some of the things an editor, reporter or news director will consider when assessing the value of your story:

- **Impact or consequence:** How many people does the event or idea affect, and how seriously does it affect them? To what extent is the information useful to their readership? Does anyone care?
- **Proximity or locality:** It’s news only if it’s happening within the media outlet’s circulation or viewership area. If it’s in your watershed but outside their news area, there is less interest.
- **Timeliness:** Today’s news may be stale tomorrow. The best time to tell an important story

is as soon as possible. Have a draft of a Press Release that you can insert facts and figures into, so that it's ready to be emailed to local media as soon as your Cleanup is over.

- **Prominence:** Names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not important. If a local celebrity or politician is involved in your Cleanup, let the media know.
- **Novelty or drama:** The unusual makes news. Firsts make news. Bizarre makes news. It's always useful to collect information about weird and wonderful things that you find during your Cleanup.

## Media Relations Do's & Don'ts

### Do...

- Make their jobs easy.
  - Give them information that is accurate, thorough and within their deadline.
  - Schedule phone interviews at convenient times or in-person interviews at accessible locations, preferably at the site while your Cleanup is taking place.
  - Develop fact sheets about your Cleanup—how many years you've been doing it, how many people join in, how many boy-scout troops etc. And it's important to give them facts about your site too –if it's a popular location, if it's habitat to a threatened species, if it has any other special features etc.
  - Provide them with photos! Photos of adults and children cleaning the beach/shoreline, or “before” and “after” photos are the best!
- Make sure spokespersons are accessible when needed. Apart from paid staff, make sure that volunteers of all sorts of shapes and sizes and age are available to be interviewed about your Cleanup.

Spokespeople should:

- Always know what the facts are at the time, even it's just about their small piece of the Cleanup.
- Never lie when they don't want to reveal an answer. To a reporter, catching someone in a lie makes a better story than the truth. Always say “I don't know the answer now...” and get back with additional information later if you aren't sure about what is true or not. Put them in touch with experts to give them background or extra information.
- Give your main message point first in a concise, positive complete sentence. For example: “We're all responsible for keeping our waterways clean. I've been cleaning up this beach/shoreline for years with my church group. It's a fun way to get involved and to serve the community.”
- Make sure all of your contact information is accurate.
- Keep the media informed about your Cleanup on a regular basis e.g. before it happens so that they can help you recruit volunteers and after it happens, when you can report on how much garbage and recycling you cleaned up.

### Don'ts:

- Fail to respond to their inquiries.
- Fail to respect their deadlines.
- Talk in jargon or ramble and go off on tangents.
- Provide inaccurate or incomplete information.
- Call them repeatedly about your Cleanup—it will just annoy them.
- Don't send mass e-mails to news outlets. They are much more likely to respond if an email is addressed to them personally.

## **Putting Together A Media Plan**

A good media plan will help you recruit participants, partners and sponsors, as well as call attention to the trash issue at your site and what you are doing to fix the problem. You don't have to use all the tools listed below -- choose as many as you think you can handle and the ones that will give you the most bang for the buck.

Here are some pointers for designing and implementing your media plan:

1. Take advantage of publicity that is already being generated. Talk to the Coastal Commission and other County Coordinators to find out how you can work together.
2. Distribute a media calendar announcement well in advance of the Cleanup telling "Who, What, When, Where, Why and How." In addition to your regular media list, don't forget to include the many Web sites, newsletters, or high school and college newspapers and the myriad of other sites like those run by Chambers of Commerce who host "community calendars." And don't forget your partner/sponsors' websites or logos.
3. Use the CCD postcards supplied by the Coastal Commission and distribute it widely. Highlight the "call to action" and make sure your contact information is visible and easy to understand. Your distribution list should include: media outlets, libraries, public bulletin boards, chambers of commerce, schools, youth centers, businesses, public counters and places of worship.
4. Talk to your local newspaper, radio and cable television station about running public service announcements and stories several days before the event. *(See PSA samples at the end of this section.)*
5. To aid the media in preparing a story, develop fact sheets specific to the problem and solution, distribute a media release, and/or write a pitch letter with an already-written or "canned" story. *(See Press Release samples at end of section.)*
6. Send an e-mail to friends, colleagues and organization staff asking them to announce the event or program at all meetings they attend. Notify your city government officials. Obtain a proclamation from your mayor or city council. These proclamations can commemorate the day of the Cleanup and recognize all your volunteers' efforts. *(See proclamation sample in the Appendix.)*

## **Core Materials for Your Media Plan**

1. Media releases
2. Pitch letters
3. "Canned articles"
4. Letters to the editor and op-ed pieces
5. Media information kits

### **1. Media Releases**

The purpose of a press release is to generate media coverage of an event, announcement or new development, or to provide insight or additional information about an ongoing issue, product or policy. In your case, its purpose will be to generate coverage of your Cleanup. Distributing a media release allows you to package the information, story and quotes the way you would like them covered. For events like Coastal Cleanup Day the release is typically issued the same day as the news occurs (generally by e-mail), although you may issue it in advance of the event.

### **Three tips for writing a media release:**

1. “Who, What, When, Where, Why and How.” This information should be in the first and second paragraph of your release. Many times, if the reporter doesn’t see the importance of the story in these paragraphs, he or she stops reading and throws it away.
2. Details. Write down the supporting key points for your core information, such as background information on littering and pollution or your watershed. Quotes from a main spokesperson can and should be used to provide or support the details.
3. Be sure to include:
  - Contact information – identify the organization issuing the release with a current contact name, phone number and e-mail address. Make sure the person will always be available and that the phone number and e-mail address are correct. You also should include your organization’s web site address if you have one.
  - Description of your organization -- this should be standard information included as the last paragraph of any release you distribute.

### ***2. Pitch Letters***

The purpose of a pitch letter is to explain to a reporter, editor or news director why he or she should cover your story or address your issue. A pitch letter is not used for breaking news stories. With that in mind, you should not expect instant coverage in the next day’s paper or on the evening news.

### **Two tips for writing a pitch letter:**

1. It should make the case of how your story relates to their audience, why it is interesting or relevant and how it is newsworthy (i.e. how trash at the beach is affecting recreation.)
2. The pitch letter may be a follow-up to a phone conversation with a reporter and generally accompanies other written materials such as fact sheets, case studies, press releases or other program materials that serve as background information for the reporter.

### ***3. Pre-Written or “Canned” Articles***

Small local publications that don’t have a large reporting staff may accept a pre-written or “canned” article and run it with little editing. In larger local publications, however, the “canned” article may be used to spur a reporter to cover your story. In this case, your prewritten article may provide the basic facts for the reporter’s story, but he or she may develop their own angle. Remember weekly and monthly publications require a much longer lead time than daily publications. Be sure to contact the publication to determine submission deadlines.

### ***4. Letters to The Editor And Opinion-Editorial Pieces***

Another way to reach opinion leaders and educate your community about your Cleanup is to submit letters to the editor and opinion-editorial (op-ed) pieces. Op-ed pieces and letters to the editor should be written in the same fashion as a media release, with the most important information at the beginning of the letter. For maximum impact, a senior member of your organization should sign letters to the editor and op-ed articles.

### **Three tips for writing a letter to the editor:**

1. Look up about guidelines on length, deadlines and whether the letter will be edited on the paper’s website. Editors will likely choose a few short letters rather than a long one. Be brief.
2. The letter should be factual. Support statements with localized statistics or facts.
3. Stick to the issue. Opinion editorials are written to frame and position specific issues from a particular point of view, and are not a direct response to an article. However, the subject of an op-ed must be timely and of relative importance to the newspaper’s readers.

### **Five tips for writing an op-ed piece:**

1. Offer a forceful opinion – about trash and litter at your site
2. Provide well-documented, well-researched facts and arguments.
3. Make sure your piece adds to the public's knowledge of the beach/shoreline and its value.
4. Provide insight on issues that are relevant to the local area.
5. Make sure the essay is clear, organized and interesting.

### **5. Media Information Kits**

Media kits are packets of information that can be distributed at your Cleanup, or given to a reporter to provide background information for an interview or news story. The information included should be relevant, brief and easy to scan for the main ideas. Make sure the information included in media kits is always kept current and before you hand over a kit to a reporter, reconfirm that all the information is correct, relevant and current.

### **Media kits can include:**

- Media release
- Fact sheet on the Cleanup
- Fact sheet on latest relevant statistics and research about the beach/shoreline or about pollution issues
- Photographs, electronic art of appropriate logos
- Brochures and other printed program materials like data collection card samples
- Relevant media coverage from other publications
- Current contact information, in case a reporter has a need for further information. This should include your website address, if you have one.

### **PRESS RELEASES**

To get the word out on your CCD event, send news releases to your local media and community contacts. A news release should provide reporters with basic information to write an article on your event, plus contact information for more in-depth information or interviews.

News releases follow a fairly simple format, with the most important information at the beginning and supporting information subsequently. This allows an editor to get all the pertinent facts at the first glance. Following the standard press release format will make it easier for your media contacts to use the information you send them.

The first part of your news release should tell the reader:

**What** is happening (your cleanup event);

**When** is it happening (the date and time your cleanup);

**Where** is it happening (the cleanup sites in the area);

**Who** is doing it (the sponsors and organizers of the cleanup along with who will be participating); and

**Why** you are doing the cleanup (the significance of the cleanup).

Samples of press releases from last year's event are included in this Media Guide, and you will be sent current year releases before they are sent to statewide media so that you can coordinate timing of your local releases. These are intended to help guide you in writing a release appropriate to your cleanup.

Try to keep your release to a single page of bulleted points if possible. Before you send your release, be sure to add your local CCD contact information.

A post-event press release should contain information about what happened at your event including who attended, how many people were there, and how much trash was picked up (an estimate). If possible, try to take some digital photographs at your cleanup that can be available to print media along with your post-event press release.

## **CALENDAR ANNOUNCEMENTS**

To increase the visibility of your Cleanup, consider submitting information for local calendar listings. Media calendar listings (also referred to as announcements or bulletin boards) are the section of the newspaper, or a time slot on radio/television where community events and activities are listed or announced. Many, many other groups now also have free community calendars on their websites. It's worth putting a little bit of work into locating these and submitting to them. Try Chambers of Commerce, colleges, free on-line newspapers, environmental organizations as well as many others. To increase the likelihood of having your Cleanup included in the calendar section, send your announcement well ahead of the event.

## **PUBLIC AFFAIRS AND NEWS TALK SHOWS**

Equivalent to the editorial pages of a newspaper are the public affairs and talk shows on radio and television. Community run radio and TV stations are always looking for local stories to publicize. Again, comparable to print media, your messages should be clear, concise, timely, interesting and relevant to listeners. It helps if your representative is a well-known community leader or an expert or includes a Cleanup volunteer as a spokesperson. The first step in getting on the air is to familiarize yourself with the public affairs and news talk programs on radio and television stations in your area. Be sure to acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, panel discussions or taped programming.

## **PUBLIC SERVICE ANNOUNCEMENTS (PSAs)**

Public Service Announcements (PSAs) are an ideal way to publicize your local cleanup event to the community, at no cost to you.

### ***Television and Print PSAs***

You will be notified when the Coastal Commission develops television or print PSAs that you can use with your local media so that you can order copies for your local efforts.

### ***Radio PSAs***

Sample scripts for a radio PSA is included in the sample media documents that follow. Begin by contacting the public service director at the radio stations at least six weeks before the cleanups to find out the following information:

- Whether the station uses PSAs;
- Whether the station has written guidelines for submitting PSAs;
- What the deadline is for submitting PSAs; and
- The station's preferred length for PSAs.

Once you have determined the needs of each radio station, submit the prepared PSA to each public service director with a personalized cover letter. Always indicate the beginning and ending air-dates for your announcement in the cover letter and the PSA script itself.

Follow up your mailing with a personal phone call to each public service director to make sure they have received your PSA and to ask if they will air it. If a station airs your PSA, it's always good to send a personalized thank-you letter to generate goodwill for next year's event.

Note: If you have successfully placed PSAs using other methods, by all means do what has worked for you! Many coordinators have developed good working relationships with their local public service directors over the years as a result of placing that first PSA.

### **EVENT DAY PHOTOPGRAHS**

Be sure to designate at least one photographer to take photos of your cleanup, but arrange for as many as you can. Action photographs are preferred and photos showing various logos of participants are useful in adding extra name recognition to the event. Digital images (300 dpi or better) are preferable; actual prints are the least-preferred choice. The CCD liability waiver includes a photo release, so be sure that all participants have signed this form so that you can use their images for publicity purposes.

If possible, please send duplicate photos or slides to us at the Coastal Commission. Be sure that each image identifies the location and date of the event and the names and telephone number of the photographer for a credit line if the slide is used. If possible, identify the people in the photos.

### **POSTERS**

Placing as many posters as possible in your community is an important part of your overall publicity campaign. Posters provide increased awareness of your event and help recruit new volunteers. Print your local event information on the poster and hang it in as many stores, schools, religious institutions, and other public places as possible.

### **COASTAL CLEANUP DAY PROCLAMATION**

Getting your Mayor, City Council, or other local official to proclaim California Coastal Cleanup Day will add prestige and visibility to your event. Describe the event, draft a proclamation or your desire for one (please see the Coordinator's Guide for a sample proclamation), and then mail with a cover letter to the official's office. You may want to check with the official's staff - specifically his or her scheduler - to see whether you need to follow any special procedures.

Once your official has agreed to issue a proclamation, you can take advantage of a potential media opportunity by organizing an event where he/she can read the official proclamation. You may be invited to the official signing of the proclamation - this is an ideal photo opportunity. You may be able to generate media interest in the proclamation as well as the actual cleanup. If a signing event is not feasible, you can always ask him/her to attend one of your CCD sites to read the official proclamation. Having an official declaration reinforces the feeling that your volunteers are participating in something important and increases the excitement for the event. You should issue a news release and/or media advisory on the proclamation to emphasize the importance of the cleanup and follow up with a few well-placed phone calls to your media contacts.

## **WEBSITES AND EMAIL**

The Internet provides another important medium to increase public awareness of your issue.

If you have a website, include your organization's web address on all your communication materials. This is a place to give more information about your Cleanup, photos of locations to be cleaned up and for frequently asked questions. Be sure to keep your website up-to-date by adding current information and materials regularly. *(See box on pg. 9 of the coordinator guide for information on how to sign up volunteers online.)* E-mail can be a very cost-effective means to contact media. Email addresses should be researched and included on your media list, but don't send out mass e-mails to the media - they won't open them. Always send personal e-mails even though it takes more time.

## **SOCIAL MEDIA SITES**

There's a huge potential for you to use social media sites like Facebook to get the word out about your Cleanup. You can set up a Facebook Fans Page and post the event for your Cleanup. However, there's also huge potential for Facebook Pages to become irrelevant, inescapable, and annoying. Social media isn't meant for marketing. People don't want marketing messages in their Facebook news feed, but that doesn't necessarily mean they don't want any messages from organizations at all — it just means that you, as the Cleanup, need to make sure you're getting the message right. Focus on the "social" aspect of social media and engage your volunteers in a conversation. Twitter is another opportunity to gain support for the event. You can also link your Twitter posts with your Facebook Fans Page. If you only use your status to announce your Cleanup repeatedly, it'll get old really fast. People are used to their Facebook, Twitter or MySpace page telling them what their friends are doing and saying, not bombarding them with ads or announcements. The better you can blend in with other Facebook users, the better off you'll be, so don't think like an advertiser when you're updating your page's status!

Take advantage of the "social" part of the social network: start a conversation about your site and your Cleanup and you'll be far more likely to generate interest. You could post a comment like "I was wondering whether anyone else has noticed the amount of trash along the shores at ..... Beach/park/etc. this year? Where do you think it's coming from?" This can lead to a further post about when your Cleanup is and how people can help out and start a meaningful conversation about how people can help solve the trash problem.

## **HANDLING CALLS FROM REPORTERS**

When you get a call from a reporter working on your Cleanup, it can be tempting to answer his or her questions immediately. However, even seasoned media spokespeople can run into trouble when they try to do an interview “cold.” Instead, when a reporter calls, get as much information as possible about:

1. The news outlet (if you are not familiar with it)
2. The angle of the story he or she is working on
3. A list of questions the reporter would like answered
4. Who else has been interviewed
5. The reporter’s deadline

Tell the reporter that you need this background, so that you can be sure to give him or her the most appropriate information. In some cases, after listening to the reporter’s needs, you may determine that you are not the best spokesperson for the interview, or that another person like a teacher who will be bringing their class to the Cleanup will be a better interviewee. Make sure you (or the designated spokesperson) calls the reporter back well before the deadline with the information they requested. Before returning the call, take time to organize your key messages and practice saying them. Pull together pertinent facts and figures (for instance figures on how much trash you picked up last year), so that you have them in front of you when you do the interview. If the reporter has questions you cannot answer, or if you need more time to gather information, call the reporter back well before the deadline and tell them.

## **TIMELINE TO CLEANUP**

### ***Eight Weeks Before Your Cleanup***

Research the Calendar listings you want to post your Cleanup information on. Contact the news source to find out their submission requirements and submit your calendar listing.

### ***Six Weeks Before Your Cleanup***

Designate which radio and TV stations you want to send your PSAs to. Contact them for submission requirements, and then submit your PSAs to the network.

### ***Two Weeks Before Your Cleanup***

The two weeks leading up to your cleanup are critical for publicity. Call reporters from your top three to five news markets (television, radio, and print) to be sure they know about the event and to see if they need more information. Issuing a media advisory of the event can be helpful in alerting the media and the public. Invite them to come to your cleanup site as a participant or to cover the event for their news outlets. Remember that your promotions director’s job is to be a news “salesperson,” convincing reporters that this is an important community activity they should cover.

It is helpful to suggest possible story angles to reporters. Try to think of several different suggestions that could provide an interesting story. Often a reporter will write a story if you provide ideas and work with him/her on getting the necessary background information and interviews. For example, you might suggest:

- an article on the local debris problems and their impact on the community;
- an article on the types of debris found (e.g., unusual items);
- a “human interest” story on a participant or group of participants;
- costs to clean up litter during the year;
- how boaters discard trash at marinas; and
- recycling efforts in your community.

## NEWS ANGLES TO USE WITH LOCAL MEDIA

- **Peculiar trash Items:** You can provide a list of the top 10 peculiar items by state or region. Based on those items, you could hypothesize on the point of origin and estimate how far the items had traveled.
- **Animal entanglements:** List the top 10 animal entanglements in a state or region. Based on the items, you could hypothesize about what caused the entanglements and what the public can do to help prevent them in the future.
- **Local “Top Ten” list:** Discuss how your state or regional list compares to the national or international list.
- **Local “People, Pounds, and Miles” lists:** You can compare your state or regional “People, Pounds, and Miles” totals to national or international data.
- **Most Interesting cleanup groups/individuals:** You can discuss your volunteers in terms of: oldest/youngest volunteers; most “spirited” group; largest family; most volunteers from a business, etc.
- **Journey of trash:** From sidewalk to sewer to sea, most of what individuals throw on the sidewalk ends up at the beach. “Follow” a piece of trash from sidewalk to sea.
- **Survey:** Interview “everyman/woman” - outside their place of business or the restaurant they just exited - about where they think most beach trash comes from (segue into where most beach trash really originates).
- **Looking back over the years:** You can discuss the trends of your local cleanup data over as many years as you have participated.
- **Youth Volunteers:** As a result of the youth recruiting you have done at the local schools, pitch reporters on the increasing (if this is the case) number of high school students devoting their community service hours to cleaning up the beach.
- **The Great Cleanup Challenge:** This is more of a marketing angle, but would get press simply because of local celebrity involvement. Two local DJs (morning v. evening) get teams and have a contest in which they involve their listeners and see who can pick up the most trash (prizes involved; good community awareness for radio station).

### ***On the Day of Your Cleanup***

On the day of your cleanup, you should be prepared to make it as easy as possible for the news media to cover your event. Don't forget to:

- assign your publicity coordinator or a reliable volunteer to greet the media, set up interviews, and answer reporters' questions;
- collect reporters' business cards so you can contact them next year;
- introduce the media to any dignitaries attending your cleanup;
- give reporters contact names and numbers for follow-up calls; and
- provide any background information. (It may be helpful to have some press packets that include printed background information and fact sheets at the ready.)

### ***After the Cleanup is Over***

As soon as possible after your cleanup, compile a brief written report on your publicity efforts.

Include in this report:

- the names of all newspapers, magazines, newsletters, and radio and television stations that covered your event. If possible, copy any clippings you might have and send them along to the Coastal Commission;
- the names of specific reporters who were especially helpful in publicizing your event and their contact information (any business cards you collect will come in handy here);
- the things that went well and those that could be improved in your next publicity campaign; and
- your recommendations for next year's publicity efforts.

Write a personal note of thanks to the reporters and public service directors who helped publicize the event. This will help pave the way for stronger, closer working relationships with reporters in future years.

### ***California Coastal Commission Logo***

Reminder! The Cleanup is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local cleanup as part of the larger California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) We would appreciate you crediting the **California Coastal Commission** (statewide leader), the **California State Parks-Division of Boating and Waterways** (statewide co-leader in the boating facilities and boating community effort). Please contact us for agency logos. Additionally, don’t forget your County Coordinator (see page 24 for a list) and local sponsors, which include in-kind donations. We would appreciate if you included these partners on your media outreach materials.

**APPENDIX J.1**  
**LETTER TO THE CALENDAR EDITOR - TEMPLATE**

**DATE**

Dear Calendar Editor,

**(Your Organization)** is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 31st Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 19th, 2015 from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 850 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw incredible participation of over 66,000 volunteers who picked up over 1 million pounds of debris!

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 92 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. Please include this information in your calendar listings to help encourage volunteers to participate in cleanup activities at over 850 locations statewide on our beaches, in our neighborhoods and at inland waterways throughout California. We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our 2015 poster art, please email us at [coast4u@coastal.ca.gov](mailto:coast4u@coastal.ca.gov) (or enter your contact information).

**What:** The 31st Annual California Coastal Cleanup Day  
**When:** Saturday, September 19<sup>th</sup>, 2015 from 9am to Noon  
**Where:** **At over X LOCAL SITES IN YOUR COUNTY**  
**Why:** **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**  
**How:** **ENTER YOUR CONTACT INFORMATION)**

***66,292 volunteers cleaned up over 1 million pounds of trash and debris last year at California Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS***

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

**YOUR NAME**  
**YOUR POSITION**  
**YOUR ORGANIZATION**

## APPENDIX J.2

### LETTER TO NEWS PAPER AND MAGAZINE PUBLIC AFFAIRS DIRECTOR - TEMPLATE

#### DATE

Dear Newspaper and Magazine Public Affairs Director,

**(Your Organization)** is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 31st Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 19th, 2015 from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 850 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw incredible participation of over 66,000 volunteers who picked up over 1 million pounds of debris!

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 92 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. **We ask that you please run the enclosed PSA Ad in your newspaper to help encourage volunteer participation at over 850 cleanup sites in communities at beaches, in neighborhoods and along inland waterways throughout California.**

We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our CCD 2015 poster art, please email us at [coast4u@coastal.ca.gov](mailto:coast4u@coastal.ca.gov) (or enter your contact information).

**What:** The 31st Annual California Coastal Cleanup Day  
**When:** Saturday, September 19<sup>th</sup>, 2015 from 9am to Noon  
**Where:** **At over X LOCAL SITES IN YOUR COUNTY**  
**Why:** **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**  
**How:** **ENTER YOUR CONTACT INFORMATION)**

***66,292 volunteers cleaned up over 1 million pounds of trash and debris last year at California Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS***

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

**YOUR NAME**  
**YOUR POSITION**

**YOUR**  
**ORGANIZATION**

## APPENDIX J.3

### LETTER TO RADIO PUBLIC AFFAIRS DIRECTOR - TEMPLATE

#### DATE

Dear Radio Public Affairs Director,

**(Your Organization)** is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 31st Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 19th, 2015 from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 850 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw incredible participation of over 66,000 volunteers who picked up over 1 million pounds of debris!

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 92 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

**YOUR MEDIA CONTACT, MEDIA CONTACT POSITION**, is available for interviews to discuss Coastal Cleanup Day and its long-term impact. If you would like to speak with the state-wide coordinator, please contact Eben Schwartz, Outreach Manger at the California Coastal Commission at (415) 904-5210.

**What:** The 31st Annual California Coastal Cleanup Day  
**When:** Saturday, September 19<sup>th</sup>, 2015 from 9am to Noon  
**Where:** **At over X LOCAL SITES IN YOUR COUNTY**  
**Why:** **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**  
**How:** **ENTER YOUR CONTACT INFORMATION)**

***66,292 volunteers cleaned up over 1 million pounds of trash and debris last year at California Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS***

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

**YOUR NAME**  
**YOUR POSITION**

**YOUR**  
**ORGANIZATION**

## **APPENDIX J.4**

### **RADIO PSA: 15 AND 30 SECOND RADIO SPOTS**

#### **ENGLISH**

##### **:15**

On Saturday September 19th, turn out for the 31st Anniversary of California Coastal Cleanup Day. We live on our beaches and shorelines. Let's spend a few hours helping to keep them clean. Saturday, September 19th from 9 am to noon.

For more information, call **LOCAL CONTACT INFO** or (800) COAST-4U. Or visit [www.coastforyou.org](http://www.coastforyou.org).

##### **:30**

Last year, Coastal Cleanup Day volunteers removed more than 1 million pounds of trash from California's coast and inland waterways. This trash is not only harmful to people, it's also bad for the birds, mammals and fish that call those areas home.

So, after spending all year playing in their backyard, how about spending a few hours helping to keep it clean? The 31st Annual California Coastal Cleanup Day is Saturday, September 19<sup>th</sup> from 9 am to noon.

For more information about where to go in your area, call the LOCAL CONTACT INFO California Coastal Commission at (800) COAST-4U. Or visit the website at [www.coastforyou.org](http://www.coastforyou.org).

#### **ESPAÑOL**

##### **:15**

El Sábado 19 de Septiembre celebraremos el aniversario número 31 del Día de la Limpieza de la Costa en California. Disfrutamos de las playas y la costa. Dedicamos un par de horas para ayudar a mantenerlos limpios. Sábado 19 de Septiembre de 9 am a 12 pm.

Para más información, llama CONTACTO LOCAL o (800) COAST-4U. O visita [www.coastforyou.org](http://www.coastforyou.org)

##### **:30**

El año pasado los voluntarios que participaron en el día de la Limpieza de las Costas de California recogieron más de 1 millones de libras de basura en las costas y en los cuerpos de agua dulce. Esta basura no solo perjudica a los humanos sino también a las aves, mamíferos y peces que habitan en estos lugares. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares

El Día de la Limpieza de las Costas de California es el Sábado 19 de Septiembre de 9 a 12 de la tarde.

Para obtener más información acerca de este evento en su área, llame a la LOCAL CONTACT INFO Comisión Costera de California al (800) COAST-4U o visita nuestra página de internet [www.coastforyou.org](http://www.coastforyou.org)

## APPENDIX J.5

### 2010 OP-ED ARTICLE

Four dirty diapers....one broken Styrofoam cooler....seven beer cans.... five soda bottles....33 cigarette butts....two banana peels and one apple core....and three bags of trash from a fast food restaurant. Last year on Memorial Day it took me about five minutes to find this amount of trash at one small beach on the South Yuba River. In fact, the Styrofoam cooler was breaking into tiny bits in the river as a small boy attempted to float on it. By the time I reached my truck about a half mile upstream, I was hauling out a huge bed sheet filled with another five pounds of trash.

I guess it's easy to just step over the garbage or look the other way. But how can I? It takes up to ten years for a cigarette to decompose, over 80 years for aluminum cans, 100 years for tin cans, one million years for a glass bottle, and as for plastics and Styrofoam, we'll pretty much see them forever. I can't look the other way on the road I live on, let alone the river.

Why do people litter? I would like to think that most people are brought up not to throw a bottle from a car window or toss a dirty diaper behind a river boulder. Maybe within their urban reality, they think others will pick up their trash (a.k.a., the mom syndrome). For some smokers, it has become an "accepted norm" to throw used cigarette butts on the ground. And maybe some people just don't care. It might work for their living room, but not ours....not the Yuba.

I don't need to tell you it's unsightly to see trash at the river. I don't need to tell you that birds, fish, and other Yuba wildlife die from ingesting Styrofoam and plastic pieces. I don't need to tell you not to go to the bathroom in the river. I don't need to tell you, because you already know all that.

Well, we are already at another Memorial Day Weekend, the kickoff of the summer season. Each year beginning at this time, we watch more and more people from outside Nevada County come to enjoy the magic of the Yuba....to swim in her green pools, to lie on her warm rocks. Unfortunately, as the amount of visitors increases, so does the amount of trash left behind. Whether it's you who is leaving behind the trash, your neighbors, or folks from a county over, its time that we all take responsibility for the river that we love and share with all sorts of beings.

I know that people care. Last year, we at the South Yuba River Citizens League (SYRCL), saw over 325 volunteers come out for the annual Great Yuba Cleanup in September. That's an increase of over 400 percent since 1998's event. But each year the amount of trash pulled out of the canyon gets larger—over 10,000 pounds of litter was collected in 2001, with over 3,200 of those pounds recyclable.

This year SYRCL's cleanup takes place on Saturday, September 21. You can join us then to do your part, or start now. So, you ask, what can I do today to keep the Yuba clean?

- **Carry a litterbag every time you go to the river.** Pick up trash you see and carry it out with you, even if it is not yours....this includes all food waste, like apple cores (apples don't grow at the river).
- **Pack out what you pack in.** The number of trash cans is limited at the river. Take the litter you collect and dispose of it in your bins at home.
- **Recycle the items that you can.**
- **Ask for less packaging at take-out restaurants, and bring less of it to the river.**
- **Are you a smoker?** Call us here at SYRCL for a free disposable ashtray. It fits neatly in your pocket.
- **Use the bathroom facilities that are available at the river.** If you can't wait or there aren't any, dig a small hole at least 200 feet from the trail, river, or creek. Cover it back up. Pack out all used toilet paper.
- **Adopt your favorite beach** or area at the river and make sure it stays clean all summer long.
- **Be an example for others** ... most importantly for kids!

It only takes a small amount of effort to keep the Yuba clean and safe for all of us. Do your part plus a little more. The river will thank you for it.

Kathy Dotson  
SYRCL RiverPeople Director

**To join the Great Yuba Cleanup on September 19, you can contact Kathy Dotson at SYRCL 265-5961x202 or [kathy@syrcl.org](mailto:kathy@syrcl.org).**

## **APPENDIX J.6**

### **2014 PRESS RELEASE: SUMMER**

*Contacts: Judi Shils, Media Director, (415) 939-1232 cell  
Eben Schwartz, Marine Debris Program Manager,  
(415) 904-5210 office, (415)816-2506 cell*

### **The Beach Can't Take Anymore Join the 30th Annual California Coastal Cleanup Day**

*August 25th* – Millions of cigarette butts, plastic bags, food wrappers, and plastic pollution of all types litter California's beaches and inland waterways. The trash (some left by beachgoers but most originating elsewhere and traveling to beaches via rivers and storm drains) can have devastating effects on our state's health, economy, and wildlife. A recent study published by the National Oceanic and Atmospheric Administration focused on Orange County found that marine debris is costing the County as much as \$32 million each year, as beachgoers avoid sections of the coast fouled with marine debris and travel greater distances to visit cleaner beaches.

Thankfully, Californians have the opportunity to play a direct role in reducing the impact of all this debris. The California Coastal Commission is proud to announce that the 30th Annual California Coastal Cleanup Day, the state's largest volunteer event, will take place on Saturday, September 20th, 2014, from 9am to noon. The Cleanup is expected to draw tens of thousands of volunteers who, at more than 850 locations throughout California, will help remove tons of trash that have accumulated on California's beaches and inland shorelines.

Coastal Cleanup Day is about helping our natural environment and wildlife. It's also about the thousands of people who work tirelessly to make the Cleanup happen, and the tens of thousands more who turn out each year to help. The Coastal Commission, working with ad agency BBDO San Francisco, is highlighting both aspects of the Cleanup in a campaign designed to raise awareness about marine debris and invite all Californians to take part in this annual statewide initiative.

Working on a pro bono basis, BBDO San Francisco developed an impactful ad campaign that is featured now at [coastalcleanupday.org](http://coastalcleanupday.org). The campaign underscores how trashed our beaches and waterways have become. "Sadly, this is a problem that persists in California and the beaches are like the trees in that classic Dr. Seuss book, *The Lorax*-- they can't speak for themselves. So we hope this campaign will help people realize that there is a great opportunity to help," said Jim Lesser, President and CEO at BBDO San Francisco. The campaign highlights the need addressed by Coastal Cleanup Day – to care for our coast and ocean. Download the 2014 Coastal Cleanup Day artwork and videos (:30 and :42 versions) on our media center.

In addition, the Coastal Commission will be launching a parallel social media campaign featuring some the people of Coastal Cleanup Day talking about why they participate and relating stories of their Coastal Cleanup Day experiences. The Campaign will highlight California's love affair with its beaches, ocean, rivers, and lakes, and will paint a picture of what it's like to participate in the event, and how participating changes people.

Coastal Cleanup Day is a product of the commitment people and organizations feel towards the coast, and it is built on partnerships. "We have been lucky to partner with hundreds of organizations and companies to run the Cleanup each year," said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "Without the support of local organizations, companies like BBDO San Francisco, and our incredible sponsors, the Cleanup simply wouldn't take place. To honor the 30th anniversary of this incredible statewide effort, our hope is to raise awareness about Coastal Cleanup Day, and the magnificent people and places of California."

Volunteers have always been the heart and soul of the Cleanup. More than 1.2 million volunteers have taken part in the Cleanup since it began in 1985, removing over 20 million pounds of debris from California's shorelines. Organizing those volunteers at locations around the state requires incredible coordination from more than 60 different non-profit organizations, local governments, and state agencies. By combining efforts with like-minded organizations around the state, the Coastal Commission has been able to greatly increase its ability to mobilize the citizens of California to become stewards of our coast and ocean.

Another vital part of this network is the sponsor team providing the necessary funding and marketing support that make the Cleanup a huge success. The Coastal Cleanup Day Program is especially proud to have deep and long-standing partnerships with Crystal Geyser Natural Alpine Spring Water and Oracle. These corporate partners have been the backbone of this event, enabling it to take place year after year. A new partner this year, Rubio's, is planning to help reward all the hard-working (and hungry!) Coastal Cleanup Day volunteers by providing a coupon for a free taco to each individual.

For those who cannot attend Coastal Cleanup Day on September 20th this year, the Coastal Commission maintains a calendar of events taking place during the three weeks following the Cleanup, known as COASTWEEKS. For more information on the Cleanup, please visit [www.coastalcleanupday.org](http://www.coastalcleanupday.org). Follow us on Facebook at [facebook.com/CaliforniaCoast](https://facebook.com/CaliforniaCoast) and on Twitter at [twitter.com/TheCACoast](https://twitter.com/TheCACoast).

*California Coastal Cleanup Day event is presented by the California Coastal Commission with lead sponsorship from Crystal Geyser Natural Alpine Spring Water by CG Roxane. Additional support comes from NOAA, CalOES, Oracle, Rubio's, Orrick, Herrington & Sutcliffe LLP, the Whale Tail© Specialty License Plate, Lennar, and See's Candies.*

*California Coastal Cleanup Day 2014 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.*

*The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The Coastal Cleanup Day Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.*

*About BBDO: BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For eight years in a row, BBDO has been named the most creative agency network in the world in The Gunn Report. In addition, BBDO has been chosen Agency of the Year multiple times by each of the leading industry trade publications. BBDO ([www.bbdo.com](http://www.bbdo.com)) is part of Omnicom Group Inc. (NYSE-OMC)*

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## **APPENDIX J.7**

### **2014 MEDIA ADVISORY – 1 WEEK BEFORE EVENT**

#### **Media Advisory - For Immediate Release – September 16, 2014**

*Contact: Judi Shils, Media Director (415) 939-1232 cell  
Eben Schwartz, Coastal Cleanup Day Director (415) 904-5210 or (415) 816-2506 cell*

#### **The 30th Annual California Coastal Cleanup Day Presented by the California Coastal Commission Saturday, September 20th, 2014 from 9 AM to Noon**

**What:** The 30th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has accumulated over the past year. Coastal Cleanup Day also marks the beginning of COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission maintains a calendar of COASTWEEKS events on its website.

Last year, over 58,000 Coastal Cleanup volunteers collected close to 750,000 pounds of trash and recyclables from 54 of California's 58 counties. Almost 20% of that debris was recycled.

**When:** Saturday, September 20th, from 9 am to Noon in most locations.

**Where:** Cleanups will take place at over 850 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Contact the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at [www.coastalcleanupday.org](http://www.coastalcleanupday.org).

**Why:** "For 30 years now, the California Coastal Commission and local partners across the state have invited Californians to join us in protecting our coast, ocean, waterways, and the incredible wildlife that calls them home," said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "The legacy of the Cleanup is found in the experiences of our volunteers, who make this incredible event possible. After 30 years, we need their help more than ever."

**How:** Visit [www.coastalcleanupday.org](http://www.coastalcleanupday.org) or call (800) COAST-4U for more information.

**Who:** California Coastal Cleanup Day event is presented by the California Coastal Commission with lead sponsorship from Crystal Geysers Natural Alpine Spring Water by CG Roxane. Additional support comes from NOAA, CalOES, Oracle, Rubio's, Orrick, Herrington & Sutcliffe LLP, the Whale Tail© Specialty License Plate, Lennar, and See's Candies.

*California Coastal Cleanup Day 2014 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.*

*The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The Coastal Cleanup Day Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.*

## **APPENDIX J.8**

### **PRESS RELEASE – PRELIMINARY RESULTS**

Saturday, September 20, 2014  
**FOR IMMEDIATE RELEASE**

For More Information contact:

Judi Shils, Coastal Cleanup Day Media, (415) 939-1232 cell

Eben Schwartz, Outreach Manager, California Coastal Commission, (415) 904-5210 or (415) 816-2506 cell

### **Tens of Thousands Give our Beaches and Waterways a Pick-Me-Up on 30th Annual California Coastal Cleanup Day**

*Presented by the California Coastal Commission*

*Results with 75% of cleanup sites reporting*

*(San Francisco)* Californians have turned out by the tens of thousands to lend their hands in support of clean beaches and inland waterways at the 30th Annual California Coastal Cleanup Day. They scoured beaches and inland waterways, picking up trash and debris at over 850 sites in 55 of California's 58 counties, gathering hundreds of tons of trash during this morning's three-hour event. These volunteers took part in the California Coastal Commission's Coastal Cleanup Day, the state's largest volunteer event. Beach, inland waterway, and community cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe. California's event is part of the International Coastal Cleanup organized by Ocean Conservancy.

**With 75% of the cleanup sites reporting,**

**the statewide count stands at 54,124 volunteers.**

**Those volunteers picked up 576,571 pounds of trash  
and an additional 109,494 pounds of recyclable materials,  
for a total of 686,065 pounds or 343 tons.**

"For 30 years now, Californians have showed the passion and commitment they have for our coast and inland waterways" said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "The 2014 Coastal Cleanup Day showed once again that dedicated volunteers can make an enormous positive difference for our precious environment."

Data from past cleanups tell us that most (between 60-80 percent) of the debris on our beaches and shorelines is made up of single-use disposable plastic items that originate on land, traveling through storm drains, creeks, or rivers to the beaches and ocean. That, and the popularity of the event, helps explain why Coastal Cleanup Day has grown so dramatically over the years. The California Coastal Commission and organizations around the state are committed to stopping trash where it starts, before it has a chance to harm our marine wildlife and ecosystem.

As always, every-day debris and plastic items weren't the only things found on Coastal Cleanup Day. Volunteers also picked up a number of "unusual" items during this year's cleanup. The Winners of the **2014 Most Unusual Item contest** are:

- **Coastal California:** A volunteer in Ventura County found a polar bear costume.
- **Inland California:** A volunteer in San Joaquin County found a preserved blowfish ornament. (Picture available.)

Volunteers were also encouraged to snap "trash selfies," a picture of themselves with an item of debris that they picked up during Coastal Cleanup Day for a chance to win an 8-day, 7-night Mexican resort vacation from Rubio's. Entries submitted via Instagram and tagged with #trash selfie, #litterati, #coastalcleanupday, and #oceanlove will be posted on the "Digital Landfill" on Litterati.org. The winning picture will be announced Monday, September 22nd at 5PM at [www.facebook.com/CaliforniaCoast](http://www.facebook.com/CaliforniaCoast).

The Coastal Commission also continued an effort, initiated during the 2010 Coastal Cleanup, to reduce the environmental footprint of the Cleanup. The Commission asked volunteers to bring their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable plastic items that were available at every site. Thanks to this effort, the Commission was able to order almost 50,000 fewer trash bags for this year's event than in prior years, and early reports indicate that the popularity of the effort is growing. The latest reports show that 11,489 volunteers brought at least one reusable item from home for use during this year's Cleanup.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at [www.coast4u.org](http://www.coast4u.org).

*California Coastal Cleanup Day 2014 is presented by the California Coastal Commission with lead sponsorship from Crystal Geysers Natural Alpine Spring Water by CG Roxane. Additional support comes from NOAA, CalOES, Oracle, Rubio's, Orrick, Herrington & Sutcliffe LLP, the Whale Tail© Specialty License Plate, Lennar, and See's Candies.*

*Additional support is provided by California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.*

*The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The Coastal Cleanup Day Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.*

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