Media Guide
California Coastal Cleanup Day

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. Part of your publicity campaign is to convince reporters that this is an important community event that they need to cover. Your name and telephone number(s), along with those of anyone assisting with media outreach, should appear on all news releases 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 sponsors. Radio and television stations can 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 the cleanup (see Developing Media Contacts below). Good relationships with reporters and public service directors increase the chances of getting coverage.

DEVELOPING MEDIA CONTACTS
Start early to develop a list of media contacts to which 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.

For each of these outlets, call the station or newspaper and ask for the best contact and email address to which to send press releases about CCD.

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;
- heads of local Public Works departments or other local government environmental agencies;
- leaders of scouting, Camp Fire, or 4-H groups;
- religious leaders;
- officers of environmental or service clubs; and
- members of local chamber of commerce.
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 (if your budget allows for it); and
- Posting notices on community bulletin boards.

**Is the 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? 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
- How the cleanup has impacted a specific individual (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 follows these few simple steps... ”)

**From the Media Perspective**

When you pitch stories or write 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 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? Will 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, it won’t be covered.
- **Timeliness:** Today’s news may be stale tomorrow. The best time to tell an important story is immediately. Before your cleanup begins, have a draft of a press release ready that you can insert facts and figures into, so that it can be sent to local media as soon as your cleanup is over.
- **Prominence:** Names don’t always make news. Still, events that involve well-known people are likely to be interesting to the media 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’s:**

- 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 participate, etc. And provide 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 photos! Photos of adults and children cleaning the beach/shoreline, or “before” and “after” photos are the best!
- Make sure spokespeople 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. 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.
o 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 friends from work. It’s a fun way to get involved and to serve the community.”

• 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. For best results, don’t send press releases as attachments – paste them into the body of the email itself.

Putting Together a Media Plan
A good media plan will help you recruit participants, partners, and sponsors, as well as call attention to your site. 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 calendar announcements 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 websites, 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, among others.
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 CCD the release is typically issued the same day as the news occurs, 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.
2. Details. Write down the supporting key points for your core information, such as background information on littering and pollution in 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.
   - 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 pre-written 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 Pieces**

Another way to reach opinion leaders and educate your community about your cleanup is to submit letters to the editor and opinion pieces. Opinion 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 opinion pieces. (Please see example in Appendix D below.)

**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 pieces 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 must be timely and of relative importance to the newspaper’s readers.
Five tips for writing an opinion piece:
1. Offer a forceful opinion – about trash and litter at your site, for example.
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; and
- Current contact information, in case a reporter has a need for further information.

PRESS RELEASES
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.

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 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 photos at your cleanup that can be available to print media along with your release.
CALENDAR ANNOUNCEMENTS
To increase the visibility of your cleanup, submit 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. Send your announcements well ahead of the event.

PUBLIC AFFAIRS AND NEWS TALK SHOWS
Equivalent to the editorial pages of a newspaper, public affairs and talk shows on radio and television are another great media outlet for you to explore. Community run radio and TV stations are always looking for local stories to publicize. Again, 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 an articulate 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. Acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, or panel discussions.

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 PSAs
Television PSAs can be costly to produce, and in recent years, TV stations have dedicated less and less time to running them. However, if one is available and you are able to get placement for it on a local station, there are few ways to better spread your message. The Coastal Commission is occasionally able to develop television PSAs that you can use with your local media. Otherwise, local advertising agencies are often looking to help with good community causes, and one of them may be eager to produce a PSA for you pro bono.

Radio PSAs
Sample scripts for a radio PSA are included in the sample media documents below. 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 PHOTOGRAPHS
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. 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 photos to us at the Coastal Commission. Be sure to identify the location for each group of photos, and if possible, identify the people in the photos. Before the cleanup, the Coastal Commission will provide each coordinator with a link to a Google Drive, where photos can be uploaded.

POSTERS
Placing as many posters as possible in your community is an important part of your overall publicity campaign. Posters provide increased awareness of the 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
Having your Mayor, City Council, or other local official proclaim California Coastal Cleanup Day as an official event (of the city or county, etc.) will add prestige and visibility. Describe the event, draft a proclamation or your desire for one (please see below for a sample proclamation), and then mail with a cover letter to the official’s office. Follow up with a phone call to their staff.

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. If a signing event is not feasible, you can always ask him/her to attend one of your cleanup 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.

SOCIAL MEDIA SITES
There’s a huge potential for you to use social media sites like Facebook, Twitter, and Instagram to get the word out about your cleanup. Each has their own strengths and weaknesses when it comes to promoting events. This is not meant to be a complete training in social media (please see the “Strategic Guide to Social Media for Non-Profits” article on the Coordinators Corner for more information), but it’s a good idea to focus on the “social” aspect of social media and engage your volunteers in a conversation, no matter what platform(s) you are using. For example, 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 spokespersons 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. Some of questions the reporter would like answered
4. If anyone else has been interviewed
5. The reporter’s deadline

In some cases, after listening to the reporter’s needs, you may determine that you are not the best spokesperson for the interview. Either way, 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 where you want to post your cleanup information. 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 PSAs. Contact them for submission requirements then submit your PSAs to the network(s).

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 story on how local regulations or laws have helped/hurt the trash problem in your community;
- 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; or
- 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.

- 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
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
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!) The Coastal Commission logo is available on the Coordinators Corner at http://www.coastal.ca.gov/publiced/coordinators/. We would appreciate inclusion of our logo on your media outreach materials.
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 35th Anniversary. The event is coordinated by (Your Organization) locally and statewide by the California Coastal Commission, and will take place at more than X local locations throughout YOUR COUNTY on Saturday, September 21st, from 9 AM to Noon. These local efforts are part of a larger statewide event, in which cleanups will be held at over 1,000 sites throughout California. The cleanup is the state’s largest annual volunteer event, 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 statewide cleanup brought over 65,000 volunteers out and removed over 600,000 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 45 states and more than 100 countries each September. Through this vital international, 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 the XXX cleanup locations here locally in XXX County. We can provide cleanup photos electronically if you would like them; if you would like to use our 2019 poster art, you can download it from www.coastalcleanupday.org.

What: The 35th Annual California Coastal Cleanup Day
When: Saturday, September 21st 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 problems with plastic pollution and the importance of coastal environmental stewardship
How: ENTER YOUR CONTACT INFORMATION)

Over 65,000 volunteers cleaned up over 600,000 pounds of trash and debris last year at 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
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 35th Anniversary. The event is coordinated by (Your Organization) locally and statewide by the California Coastal Commission, and will take place at more than X local locations throughout YOUR COUNTY on Saturday, September 21st, from 9 AM to Noon. These local efforts are part of a larger statewide event, in which cleanups will be held at over 1,000 sites throughout California. The cleanup is the state’s largest annual volunteer event, 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 statewide cleanup brought over 65,000 volunteers out and removed over 600,000 pounds of debris!

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I am writing to ask that you consider running the enclosed Public Service Announcement on your station to help publicize the cleanup to your audience. Their participation is vital to the success of the cleanup, as is your support. YOUR MEDIA CONTACT, MEDIA CONTACT POSITION, is also available for interviews to discuss Coastal Cleanup Day and its long-term impact. If you would like a statewide perspective, I can put you in touch with Eben Schwartz, Outreach Manager at the California Coastal Commission.

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Please don’t hesitate to call with any questions. I can be reached at YOUR CONTACT INFO

Thank you for your consideration and support.

Sincerely,

YOUR NAME
YOUR POSITION
YOUR ORGANIZATION
APPENDIX C
RADIO PSA: 15 AND 30 SECOND RADIO SPOTS

ENGLISH

:15
On Saturday September 21st, turn out for the 35th 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 21st from 9 am to noon.

For more information, call LOCAL CONTACT INFO or visit coastalcleanupday.org.

:30
Last year, Coastal Cleanup Day volunteers removed nearly 320 tons 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 these areas home.

So, after spending all year playing in their backyard, how about spending a few hours helping to keep it clean? The 35th Annual California Coastal Cleanup Day is Saturday, September 21st from 9 am to noon.

For more information about where to go in your area, call the LOCAL CONTACT INFO or visit coastalcleanupday.org

ESPAÑOL

:15
Las aves, los mamíferos y los peces necesitan de nuestra ayuda. Durante el año, disfrutamos de los lugares donde estos animales habitan. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares.

Se uno de los 65,000 voluntarios que participarán en el El día de la Limpieza de las Costas de California el Sábado 21 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 o visita nuestra página de internet coastalcleanupday.org

:30
El año pasado los voluntarios que participaron en el día de la Limpieza de las Costas de California recogieron más de 320 toneladas 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 21 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 o visita coastalcleanupday.org
APPENDIX D
2010 OP-ED ARTICLE (Sample courtesy of the South Yuba River Citizens League)

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 over 80 years for aluminum cans to decompose, 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, it’s 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 21st. 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 are 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 21, visit www.syrel.org**
APPENDIX E
2018 PRESS RELEASE: ONE MONTH OUT FROM THE CLEANUP

Contact: Eben Schwartz, Marine Debris Program Manager (415) 904-5210 office, (415)816-2506 cell
Judi Shils, Coastal Cleanup Day Marketing Director, (415) 939-1232 cell

California Coastal Commission works toward clean water with the help of thousands of volunteers at 34th Annual California Coastal Cleanup Day

SAN FRANCISCO _– In less than a month, more than 65,000 volunteers are expected to gather at more than 1,000 locations across California, where they will help remove tons of trash from beaches and inland shorelines.

The California Coastal Commission is proud to announce that the 34th Annual California Coastal Cleanup Day will take place on Saturday, September 15th from 9 a.m. to 12 p.m. at most locations. That day Californians will take to streets, parks, creeks, streams, rivers and the coast to help prevent single use plastic items and other litter from polluting our environment and flowing into the ocean.

Californians care deeply about the environment and they continue to show their willingness to act by supporting the cleanup year after year. More than 66,500 volunteers turned out for the event in 2017, clearing 840,000 pounds of trash—all in a matter of hours. And over the 33-year history of the event, more than 1.5 million volunteers have removed over 24 million pounds of trash.

The commission announced this year’s cleanup with the release of original artwork donated by Matt Beard, a Eureka resident, artist, surfer, and coastal enthusiast. The posters are set in four distinct areas of California to help signify the breadth of the regions covered by cleanup volunteers. These pieces take viewers on a tour of the environmental diversity of California, and features images of coastal locations in Northern and Southern California, as well as Lake Tahoe. Beard paints onsite, trekking hundreds of miles to bring us his vision of the coast.

“The California coast is my home. Its beauty is an endless source of inspiration for me and all of those who cherish it,” said Beard. “Coastal Cleanup Day is a great reminder of just how much Californians collectively value coastal access and preservation.”

Eben Schwartz, the Commission’s Marine Debris Program Manager, and others at the agency are thankful for Beard’s generosity in sharing his artwork in support of Coastal Cleanup Day.

“The harm that we are causing to marine wildlife through our careless overuse of disposable plastic is truly staggering, and the beauty expressed in Matt’s art helps remind us what our state should look like. Coastal Cleanup Day is our opportunity each year to ask everyone in California to help us get rid of all this trash before it has a chance to wash out to the ocean. We can make our state even more beautiful and help develop long-term solutions to plastic pollution at the same time.”

To find out how to join the effort, the Commission has an interactive map of cleanup locations in every corner of the state, which is available at www.coastalcleanupday.org. Please check the website for updates and share your cleanup experience on social media using the hashtag #coastalcleanupday. California Coastal Cleanup Day is part of the world’s largest volunteer event.

Follow statewide efforts on Facebook at facebook.com/CaliforniaCoast, Twitter twitter.com/TheCACoast and on Instagram at Instagram.com/thecaliforniacoast/.
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 Oracle, Union Bank, Salesforce, the California Tobacco Control Program, Visa, the Whale Tail® Specialty License Plate, and the Protect our Coast and Oceans Fund. The artwork was generously donated by Matt Beard.

California Coastal Cleanup Day 2018 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.

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Media Advisory
- For Immediate Release –
September 7, 2018

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

California Coastal Commission works toward clean water with the help of thousands of volunteers
at 34th Annual California Coastal Cleanup Day
Saturday, September 15th from 9 AM to Noon

What: Tens of thousands of Californians will gather along beaches, shorelines, and inland waterways to pick up the trash that has accumulated over the past year. In 2017, over 66,000 volunteers removed more than 800,000 pounds of trash and recyclables from 55 counties across the state. The event ranks as the biggest, single day volunteer event on the planet, according to the Guinness Book of World Records.

When: Saturday, September 15th, from 9 a.m. to noon in most locations.

Where: Cleanups will take place at over 1,000 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. The commission hosts an interactive map that provides exact locations and other site-specific information. For more details, go to: www.coastalcleanupday.org.

Why: “The harm that we are causing to marine wildlife through our careless overuse of disposable plastic is truly staggering,” said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. “Coastal Cleanup Day is an opportunity to help us restore our coast and inland waterways to what they should look like. If we can get rid of all this trash before the rains start, we can stop plastic pollution before it has a chance to wash out to the ocean.”

How: Visit 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 Geyser Natural Alpine Spring Water by CG Roxane. Additional support comes from Oracle, Union Bank, Salesforce, the California Tobacco Control Program, Visa, the Whale Tail© Specialty License Plate, and the Protect our Coast and Oceans Fund. The artwork was generously donated by Matt Beard.

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Tens of Thousands of Volunteers Take Action to Reduce Ocean Pollution at the 34th Annual California Coastal Cleanup Day

Presented by the California Coastal Commission

Results with 75% of cleanup sites reporting

San Francisco - Tens of thousands of Californians turned out to take part in the 34th California Coastal Cleanup Day, the state’s largest annual volunteer event, organized by the California Coastal Commission.

They gathered hundreds of tons of trash at beaches, shorelines and inland waterways, cleaning up at over 1,000 sites in 55 of California’s 58 counties, the largest collection of sites in the cleanup’s history. Cleanups took place up and down the coast, from the Oregon to Mexico border and 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 53,073 volunteers.

Those volunteers picked up 698,931 pounds of trash and an additional 35,674 pounds of recyclable materials, for a total of 734,606 pounds or 367 tons.

“We had a fantastic day along our coast and inland waterways that flow to the ocean from every corner of the state” said Jack Ainsworth, Executive Director of the California Coastal Commission. “In only three hours, tens of thousands of Californians removed hundreds of tons of trash from our environment. It’s truly amazing what we can accomplish when we work together to protect our coast and ocean.”

The Coastal Commission continues to highlight to damage that trash, especially single-use disposable plastics, can cause to California’s wildlife, economy, and even human health. According to past cleanup data, 75 percent of the debris that volunteers removed today was composed of plastic, a material that never completely biodegrades and has numerous harmful consequences in the environment. Plastic debris can kill wildlife, leach toxins into the environment, and even introduce them into the food chain. Since up to 80 percent of the trash on the California coast originates on land, volunteers across the state helped prevent enormous amounts of trash from ever reaching the ocean, no matter where they participated.
Most Unusual Items:

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 2018 Most Unusual Item contest are:

- **Northern California**: A volunteer in Marin County found a painting of a marsh, in a marsh.
- **Southern California**: A volunteer in Los Angeles County found a Coca-Cola can from 1963.

In honor of Coastal Cleanup Day, the Coastal Commission has launched an effort to show how Californians can contribute to the health of our coast all year long. The Whale Tail Coastal Protection License Plate is a major source of funding for the cleanup, as well as the funding source for thousands of coastal and marine-related educational projects in California. Today, the Commission has introduced a new animated PSA for the Whale Tail License Plate that celebrates the magic of the California Coast. The 30-second video, produced pro bono by Radley Studios, is available at [https://www.youtube.com/watch?v=EFpV-SzFGxk](https://www.youtube.com/watch?v=EFpV-SzFGxk), and on the Commission’s website [www.coast4u.org](http://www.coast4u.org) and social media platforms.

In addition to support from the Whale Tail License Plate, Coastal Cleanup Day could not happen without the support of public and corporate partners. Sponsors help to fund the event and often provide additional benefits. Lead sponsor Crystal Geyser Natural Alpine Spring Water donated water for volunteers. Long-time sponsors like Oracle, Union Bank, and Salesforce, and first-time sponsors Visa and the California Tobacco Control Program provided volunteer support. Along with the 60+ non-profit and local government organizations that help organize and run the cleanups around the state, the program’s strong team of partners helped make the 2018 cleanup another huge success.

If you participated in the Cleanup, go to [www.coast4u.org](http://www.coast4u.org) to fill out the Coastal Cleanup Survey and receive a free taco from Rubios. You will also be entered into a drawing for fabulous prizes. To stay involved with the cleanup efforts throughout the year, please visit the Adopt-A-Beach page on the same website or call (800) COAST-4U.