

“Recycling Works for Me” Statewide Recycling Campaign

A statewide recycling campaign titled “Recycling Works for Me” will begin airing on television and radio stations August 1. This campaign will highlight recycling as a positive economic impact and job creator in Alabama.

Funded by the Alabama Department of Environmental Management (ADEM) Recycling Fund, the public service announcements will air on local TV and radio stations with assistance from Alabama Broadcasters’ Association (ABA).

The cities of Albertville, Boaz, Daphne, Florence, Troy, Tuscaloosa, the Alabama Environmental Council and the East Alabama Recycling Partnership (comprised of the cities of Auburn, Opelika, Lee County, and Auburn University) applied as cooperative partners for the ADEM Recycling Fund grant in spring 2013. The partners requested \$75,000 to air a statewide recycling campaign, and the grant was awarded in fall 2013.

The ABA agreed to match the grant award 3:1, allowing for \$225,000 worth of airtime on regional television markets with specific local contact information to benefit all partners. The ABA also produced radio spots to run regionally.

The partner cooperative cities and organizations worked with local industries and communities to develop and film the statewide campaign. All partners have active recycling programs in their communities and were able to provide local contact information to be added to each PSA. The Alabama Recycling Coalition financed the production of the 15 second, 30 second, and 60 second television PSAs.

The “Recycling Works for Me” campaign follows the journey of recyclable material and the multiple industries involved in the recycling process. The campaign highlights the facts that the recycling industry employs nearly 11,000 men and women in the state of Alabama, and simply recycling 10% more will create more than 1,400 jobs, over \$66 million in personal income, and over \$3 million in annual tax revenue. These facts are referenced from a 2012 ADEM recycling report.

The PSAs will run in each Alabama TV and radio market from August 2014 to April 2015.