

PITCH-IN CANADA
Land Pollution Counts



Ten tips to help you plan your LAND POLLUTION COUNT

Getting Started	<p>Appoint one person to spearhead the Pollution Count. This person makes all necessary preparations, ensures that required materials are available, and ensures that all Data Cards are sent to PITCH-IN CANADA for processing.</p> <p>Make sure you register your Pollution Count with PITCH-IN CANADA by registering online for PITCH-IN CANADA Week – www.pitch-in.ca</p>
When....	<p>Try to undertake your Pollution Count during PITCH-IN CANADA WEEK, held at the end of April. Check the exact dates at www.pitch-in.ca</p>
Where....	<p>Ask the obvious questions: is the site littered? Can you reach it with ease? Is it a safe area? Is it a private or public area? Do you require permission to access or clean up the area? Are there any wildlife which may be disturbed? (watch for nests and consult with your local naturalist club if going into an environmentally sensitive area).</p> <p>Areas such as vacant lots are often most in need of cleaning. Try to "connect" the debris you find in the area with possible "sources". For example, a land pollution count in a back alley in an industrial area should reflect waste management practices in the business community; a count in a residential area on garbage pick up day should reflect the waste management practices of the homeowners.</p>
Who....	<p>Your group may wish to invite other volunteers to participate. Write a media release and work with the media to help publicize your pollution count. You may wish to purchase PITCH-IN CANADA's 27 min. video "OUR CHANGING WORLD: Cleaning Up the World" to promote interest in your project among media and local groups, schools, neighbourhood groups, etc...and the environmental and visual impact of debris in your community.</p>
What....	<p>Contact local stores and companies for free garbage bags, pencils and any other supplies which you will need. If you wish to acquire a few specially imprinted PITCH-IN CANADA bags to identify your project then these can be purchased but this is not required to participate.</p>
Safety First!	<p>Advise volunteers to dress for local conditions, to avoid injury and overexposure to the sun. Bring sturdy gloves, hats, sunscreen, sun glasses and drinking water if not available on site.</p> <p>If you decide to pick up syringes and glass handle them carefully, with gloves on, and put them in a container, not a garbage bag.</p> <p>Place small red flags near medical waste and glass and designate a special crew to remove these hazards. Avoid walking in areas that may harbour poison ivy, snakes or other wildlife. Don't disturb nesting animals and birds!</p> <p>Remind your volunteers that safety is first!</p>

<p>Data Collection</p>	<p>Complete the data collection cards to provide data about the waste you collect, how many volunteers participated, the size of the area cleaned, bags filled, average weight of bags, total kilograms of waste collected and any peculiar or unusual items found. TAKE PICTURES WHEREVER POSSIBLE! Please provide PITCH-IN CANADA with written permission to use these pictures on our Web Site or elsewhere when you send us copies.</p> <p>Explain to your volunteers that they are important "garbologists" in accumulating data to encourage proper waste handling. Their work could have a lasting impact in the battle against land pollution. Make sure your volunteers understand the important role they play in helping community leaders, individuals, businesses and PITCH-IN CANADA to develop long-term solutions.</p>
<p>Recycling</p>	<p>Recycle debris where possible. Find out where you can take recyclables before you separate the debris!</p>
<p>Getting Publicity</p>	<p>Create a media list. Include all newspapers (dailies and community papers), newsletters, radio and TV stations. Where possible contact the person responsible for reporting on environmental issues. Remember that TV can really help to promote the problem. Give the media lots of advance warning of your clean up and pollution count and follow-up with a call on the morning of your clean up, especially with TV.</p> <p>Issue a media release. A draft pre and post media release can be found at the end of this document. It is important that your media understands that your local actions are part of a national and world-wide program.</p> <p>For more information about conducting a media campaign please check the information provided at the end of this document or visit PITCH-IN CANADA's website at www.pitch-in.ca</p>
<p>Wrapping Up and Recognition</p>	<p>Issue a post event media release and hold a news conference announcing the results of your Pollution Count and PITCH-IN CANADA WEEK Clean Up - if done.</p> <p>Say "thank you" to those who helped make it happen, including, in addition to your volunteers, any corporate or other sponsors who "pitched-in".</p> <p>A free, special, Certificate of Participation can be downloaded from PITCH-IN CANADA's Web Site after you have registered your project for PITCH-IN CANADA WEEK – go to www.pitch-in.ca and click on "Hot Links".</p> <p>Additional recognition items are available from PITCH-IN CANADA. To obtain further information about other recognition items visit www.pitch-in.ca and click on RESOURCES.</p> <p>Photocopy all media clippings. If possible, send the original clippings to PITCH-IN CANADA. We will compile a national report showing your achievements.</p>

**LAND POLLUTION COUNT
DATA CARD**

Thank you for "pitching-in" for the environment!

There are several parts to your Data Card:

- Questionnaire
- Data Cards - Plastic and Foamed Plastic
- Data Cards - Glass, Rubber, Metal, Paper, Wood and Cloth

**LAND POLLUTION COUNT
DATA CARD
Instructions**

Please use the print function of your browser software to obtain a copy of this information.

1. Photocopy sufficient number of the appropriate Data Cards for your participants (usually two people work together to complete a card)
2. Carefully review the Data Card to make sure it makes sense to you and then instruct your volunteers how to complete it "on the beach" or "in the field".....remember: "garbage in = garbage out", if you will pardon the pun!
3. Review the Safety Tips for conducting a clean up found in the Resources Section of our Web Site as well as those on the Data Card.
4. Provide volunteer researchers with pencils/eraser and, if you can, a clipboard. Activity: Have volunteers make up clipboards by cutting up cardboard boxes, attach pencil with a string. Reuse them next year!
5. Collect all the completed Data Cards from your researchers immediately after the project, check each Data Card to make sure it has been completed.
6. Compile the data collected on each Data Card, enter the totals onto the Summary Form and calculate percentages for each debris item found. (this would make a great activity for a computer science or math class!)
7. Verify that you have completed the Summary Form correctly. Make sure you enter your name, number of participants, etc... on the Summary Form so that PITCH-IN CANADA knows who sent in the data and where it was collected.
8. Return the completed Summary Forms to:

PITCH-IN CANADA DATA
Box 45011
Ocean Park RPO
WHITE ROCK, B.C.
V4A 9L1

LAND POLLUTION COUNT DATA CARD
Questionnaire

Location of Clean Up:		Circle one only per data card	
		Urban Park	Vacant Lot
		Schoolyard	Residential Area
		Commercial Area	Industrial Park
		Lanes	Ravine
			Highway
		Wilderness Area or Trail	
		Recreation/Sports Centre	
		Other (specify)	
Province:		Community:	
Name of Area Cleaned:			
Date:	Month:	Day:	Year:
Name of Event Coordinator:		Phone Number:	
Group/Position:			
Address:			
City:		Postal Code:	
Number of volunteers working together on this card:			
Estimated distance of area cleaned:			
Number of PITCH-IN bags filled:			
Total estimated weight:			

SAFETY AND OTHER TIPS FOR YOUR VOLUNTEERS!

- Handle sharp objects and syringes with gloves on, carefully
- Wear gloves and proper shoes
- Be careful in wilderness areas and ravines
- Don't lift anything too heavy
- Watch out for traffic

More SAFETY TIPS can be found at the end of this document

What was the most unusual item you collected:
Comments/Observations during the clean up:
Were you able to "connect" what you found to the possible "sources"?
Did this relate to the type of area you surveyed?
If so, explain what you learned.

**LAND POLLUTION COUNT
DATA CARD**

Plastic

It is suggested that volunteer researchers work in pairs, with one person picking up debris and the other taking notes. An easy way to keep track of the items you find is by making tick marks. Record the total number of "tickmarks" at right in the "Total Number of Items" column after the clean up is over.

ITEM	Total Number of Items
Bags:	
1. grocery store	
2. food bags/wrappers	
3. trash	
4. other bags	
Bottles/Jars:	
1. beverage bottles-juices and water	
2. beverage bottles-carbonated soft drinks	
3. beverage bottles-beer	
4. beverage bottles-other liquor	
5. food jars	
6. bleach, cleaner	
7. milk/water gallon/4l jugs	
8. oil, lube	
9. other bottles/jars	
Milk Pouches	
Fast Food Containers	
Buckets	
Caps, Lids	
Cigarette Butts	
Cigarette Lighters	
Cups, Plates, Utensils	
Diapers	
Plastic Pieces	
Rope	
Tarps/Sheeting:	
1. longer than 60 cm	
2. less than 60 cm	
6-Pack Holders	
Straws/Straw Casings	
Syringes	
Toys	

Other Plastic (please specify) 1.	
2.	
3.	
4.	

**LAND POLLUTION COUNT
DATA CARD**

Foamed Plastic

It is suggested that volunteer researchers work in pairs, with one person picking up debris and the other taking notes. An easy way to keep track of the items you find is by making tick marks. Record the total number of "tickmarks" at right in the "Total Number of Items" column after the clean up is over.

ITEM	Total Number of Items
Cups	
Egg Cartons	
Fast Food Containers	
Meat Trays	
Packaging Material	
Foamed Plastic Pieces	
Plates	
Other Foamed Plastic (please specify) 1.	
2.	
3.	
4.	
5.	
6.	

**LAND POLLUTION COUNT
DATA CARD**

Glass/Rubber/Metal

It is suggested that volunteer researchers work in pairs, with one person picking up debris and the other taking notes. An easy way to keep track of the items you find is by making tick marks. Record the total number of "tickmarks" at right in the "Total Number of Items" column after the clean up is over.

ITEM	Total Number of Items
Bottles/Jars:	
1. beverage bottles-juices and water	
2. beverage bottles-carbonated and soft drinks	
3. beverage bottles-beer	
4. beverage bottles-other liquor	
5. food jars	
6. other bottles/jars	
Light Bulbs	
Glass Pieces	
Other Glass (please specify)	
1.	
2.	
3.	
4.	
5.	
6.	

Rubber

ITEM	Total Number of Items
Balloons	
Condoms	
Gloves	
Tires	
Other Rubber (please specify)1.	
2.	
3.	
4.	
5.	
6.	

Metal

ITEM	Total Number of Items
Bottle Caps	
Cans:	
1. aerosol	
2. beverage-beer	
3. beverage-carbonated soft drink	
4. beverage-juice or water	
5. food	
6. other	
Metal Pieces	
Pull Tabs	
Wire	
Other Metal (please specify)	
1.	
2.	
3.	
4.	
5.	
6.	

LAND POLLUTION COUNT DATA CARD

Paper/Wood/Cloth

It is suggested that volunteer researchers work in pairs, with one person picking up debris and the other taking notes. An easy way to keep track of the items you find is by making tick marks. Record the total number of "tickmarks" at right in the "Total Number of Items" column after the clean up is over.

Paper

ITEM	Total Number of Items
Potato Chip Bags	
Candy Bar Wrappers	
Fast Food Outlet Wrappers	
Single Serve Juice "Cartons" (Tetra-Pak)	
Milk Cartons	
Fast Food Outlet Drink Containers	
Other Food Cartons	
Cigarette Packages	
Cigarette Foil	

Match Covers/Boxes	
Cardboard	
Cups	
Newspapers	
Magazines	
Paper Pieces	
Plates	
Other Bags	
Other Paper (please specify)	
1.	
2.	
3.	
4.	
5.	
6.	

Wood

ITEM	Total Number of Items
Crates	
Lumber Pieces	
Pallets	
Other Wood (please specify) 1.	
2.	
3.	
4.	
5.	
6.	

Cloth

ITEM	Total Number of Items
Clothing/Cloth Pieces	
Other Cloth (please specify) 1.	
2.	
3.	

PITCH-IN CANADA LAND POLLUTION COUNT SUMMARY FORM

One set of Land Pollution Count Summary Forms must be prepared for every Land Pollution Count event/location. For example, an event might involve 25 volunteers and 12 sets of completed Data Cards being turned in to the Event Coordinator. The Coordinator then completes one Summary Form, compiling all the results from each Data Card. The completed Summary Form, as well as each of the debris category summary forms, are returned to PITCH-IN CANADA. The information can also be used by you in your local publicity campaign.

Please print these pages, complete them and send them with your Summary Report to PITCH-IN CANADA.

Instructions

- Check the Data Card Instruction Page for detailed information about what you need to do.
- When calculating percentages for each debris item found, calculate both percentage of total items of debris as well as percentage within each category.

Example: *Total number of items (all data categories) found was 100. Of this total, 50 were paper and multi-materials layered of which 10 items were cigarette packages. Cigarette packages are, therefore, 20% of paper and multi-layered debris and 10% of total items found. You won't be able to calculate percentages until you have added up all debris items collected in all categories and transferred these totals to the Master Summary Form.*

Please return the Summary Form as soon as possible to PITCH-IN CANADA.

Event Summary

Location of Clean Up:	<p style="text-align: center;">circle one only per Data Card</p> <div style="display: flex; justify-content: space-around;"> Urban Park Vacant </div> <div style="display: flex; justify-content: space-around;"> LotSchoolyard Residential Area </div> <div style="display: flex; justify-content: space-around;"> Commercial Area Industrial Park </div> <div style="display: flex; justify-content: space-around;"> Lanes Ravine Highway </div> <div style="display: flex; justify-content: center;"> Wilderness Area or Trail </div> <div style="display: flex; justify-content: center;"> Recreation/Sports Centre </div> <div style="display: flex; justify-content: center;"> Other (specify) (</div>		
Province:	Community:		
Name of Area Cleaned:			
Date:	Month:	Day:	Year:
Name of Event Coordinator:		Phone Number:	
Group/Position:			
Address:			
City:			Postal Code:
Number of volunteers working on your Pollution Count:			
Estimated distance of area cleaned:			
Number of PITCH-IN bags filled:			
Total estimated weight:			

Master Summary Form

Debris Category	Total Items	% of Total
Plastic		
Foamed Plastic		
Glass		
Rubber		
Metal		
Paper		
Wood		
Cloth		
Total Items		100.00%

Plastic Summary

ITEM	Total Number of Items	% of Plastic	% of Total
Bags:			
1. grocery store			
2. food bags/wrappers			
3. trash			
4. other bags			
Bottles/Jars:			
1. beverage bottles-juices and water			
2. beverage bottles-carbonated soft drinks			
3. beverage bottles-beer			
4. beverage bottles-other liquor			
5. food jars			
6. bleach, cleaner			
7. milk/water gallon/4l jugs			
8. oil, lube			
9. other bottles/jars			
Milk Pouches			
Fast Food Containers			
Caps, Lids			
Cigarette Butts			
Cigarette Lighters			
Cups, Plates, Utensils			
Diapers			
Plastic Pieces			
Rope			

Tarps/Sheeting:			
1. longer than 60 cm			
2. less than 60 cm			
6-Pack Holders			
Strapping Bands			
Straws/Straw Casings			
Syringes			
Toys			
Other Plastic (please specify)			
1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Plastic Found			

Foamed Plastic Summary

ITEM	Total Number of Items	% of Foamed Plastic	% of Total
Cups			
Egg Cartons			
Fast Food Containers			
Meat Trays			
Packaging Material			
Foamed Plastic Pieces			
Plates			
Other Foamed Plastic (please specify)			
1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Foamed Plastic Found			

Glass Summary

ITEM	Total Number of Items	% of Glass	% of Total
Bottles/Jars:			
1. beverage bottles-juices and water			
2. beverage bottles-carbonated and soft drinks			
3. beverage bottles-beer			
4. beverage bottles-other liquor			
5. food jars			
6. other bottles/jars			
Light Bulbs			
Glass Pieces			
Other Glass (please specify)			
1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Glass Found			

Rubber Summary

ITEM	Total Number of Items	% of Rubber	% of Total
Balloons			
Condoms			
Gloves			
Tires			
Other Rubber (please specify) 1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Rubber Found			

Metal Summary

ITEM	Total Number of Items	% of Metal	% of Total
Bottle Caps			
Cans:			
1. aerosol			
2. beverage-beer			
3. beverage-carbonated soft drink			
4. beverage-juice or water			
5. food			
6. other			
Metal Pieces			
Pull Tabs			
Wire			
Other Metal (please specify)			
1.			
2.			
3.			
4.			
Total Number of Items of Metal Found			

Paper Summary

ITEM	Total Number of Items	% of Paper	% of Total
Potato Chip Bags			
Candy Bar Wrappers			
Fast Food Outlet Wrappers			
Single Serve Juice "Cartons" (Tetra-Pak)			
Milk Cartons			
Fast Food Outlet Drink Containers			
Other Food Cartons			
Cigarette Packages			
Cigarette Foil			
Match Covers/Boxes			
Cardboard			
Cups			
Newspapers			
Magazines			

Paper Pieces			
Plates			
Other Bags			
Other Paper (please specify)			
1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Paper Found			

Wood Summary

ITEM	Total Number of Items	% of Wood	% of Total
Crates			
Lumber Pieces			
Pallets			
Other Wood (please specify)			
1.			
2.			
3.			
4.			
5.			
6.			
Total Number of Items of Wood Found			

Cloth Summary

ITEM	Total Number of Items	% of Cloth	% of Total
Clothing/Cloth Pieces			
Other Cloth (please specify)			
1.			
2.			
3.			
Total Number of Items of Cloth Found			

PITCH-IN CANADA
 thanks you and your volunteers
 for your dedication and support!

PITCH-IN CANADA Week PRE and POST Media Releases



Help spread the PITCH-IN Message!

Inform your local newspaper(s), radio and television stations about your project.

For best results:

- contact the News and Environment Editor (newspaper), Assignment Editor (TV) and News Editor (radio) **BEFORE** YOUR CLEAN-UP so that they can invite others to join you and take pictures of the event.
- send out a media release **AFTER** your event to inform the media about the amount/unusual litter you found, either as part of your clean-up or during your PITCH-IN CANADA Pollution Count. For details of the Pollution Count and for detailed suggestions for involving the media go to the Resource Section of our website.

[Visit the PITCH-IN CANADA's Media Center](http://www.pitch-in.ca) at www.pitch-in.ca for other PITCH-IN media releases. Make your media aware of the PITCH-IN CANADA Web Site and/or download any other appropriate news stories and give them to your local media.

**PITCH-IN CANADA Week
PRE Media Release**



LOCAL VOLUNTEERS PARTICIPATE IN PITCH-IN CANADA WEEK

(City/Town), (Date of release): Volunteers from (name of group) will be scouring (area) for garbage accumulated over the winter as part of PITCH-IN CANADA WEEK, a national campaign to clean up the environment, on (Date and time of event).

"We want to show environmental leadership and instill pride in the beauty of our community," said (first and last name of spokesperson), spokesperson for (name of group). "By picking up garbage and litter we will become more aware of what's being thrown away, what could have been recycled and we'll also have a better understanding of the consequences of littering."

OPTIONAL PARAGRAPH: use only if participating in the PITCH-IN CANADA Pollution Count: As part of their clean-up, local PITCH-IN volunteers will also be participating in PITCH-IN CANADA's Pollution Count. "We will be classifying the litter we find to determine its composition and its possible sources," adds (last name of spokesperson). "If we can determine where this stuff is coming from then we might be able to suggest ways to stop this pollution."

"Volunteers are the backbone of the project," says Alice Johnson, Chair, PITCH-IN CANADA. "Each year, more than one and a half million volunteers participate in various environmental clean-ups and other events in more than 750 communities across Canada. That's a staggering effort, and one which local governments couldn't start to pay for." Johnson adds that she knows local governments appreciate the work of the local PITCH-IN volunteers, especially as communities are faced with financial cutbacks.

PITCH-IN CANADA established PITCH-IN WEEK in 1967. Each year since, youth groups, conservation clubs, schools, church groups, volunteer organizations and municipal governments have taken part in roadside and property clean-ups, recycling drives, habitat improvement and other clean-up events across Canada. The organization promotes its message via its Web Site located at www.pitch-in.ca

PITCH-IN WEEK is supported by many local governments, the media and a number of local community and voluntary organizations, including Scouts Canada, The Girl Guides of Canada, Women's Institutes and many others.

PITCH-IN CANADA WEEK welcomes volunteers in its activities. Call local PITCH-IN CANADA WEEK coordinator (name of coordinator) at (phone number) to find out how you can help. Or visit PITCH-IN CANADA's Web Site at www.PITCH-IN.ca for more information about PITCH-IN CANADA WEEK and to register your project.

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For more information, contact (name of spokesperson) at (phone number).

To contact PITCH-IN CANADA: Fax: (604) 535-4653, Email: pitch-in@pitch-in.ca
Voicemail for PITCH-IN CANADA's President (604) 473-6495
Visit PITCH-IN CANADA's Media Center for more information at www.pitch-in.ca

**PITCH-IN CANADA Week
POST Media Release**



**(name of group) CLEANS-UP (area) during
PITCH-IN CANADA WEEK**

(City/Town), (Date of release): Volunteers from (name of group) collected (# of bags or weight) of garbage accumulated in (area) over the winter as part of national effort to clean-up the environment on (date and time of event).

The volunteers were part of PITCH-IN CANADA WEEK, a program of PITCH-IN CANADA, a national non-profit organization which was established in 1967. The national organization provides information about PITCH-IN CANADA WEEK and its many other campaigns on its web site located at www.pitch-in.ca

OPTIONAL PARAGRAPH - only use this paragraph if you did not issue a pre-clean-up release. "We wanted to show environmental leadership and instill pride in the beauty of our community," said (name of spokesperson), spokesperson for (name of group). "By picking up litter and garbage we became more aware of what's being thrown away. We now have a better understanding of the consequences of littering."

Most of the litter found by the volunteers consisted of (explain). Other items included (list unusual discoveries). Note: if your group participated in the PITCH-IN CANADA Pollution Count then enter findings here.

OPTIONAL PARAGRAPH for Pollution Count Participants only: "It would appear that the garbage which we collected could have been prevented from entering our environment if everyone took greater care in how they dispose waste," comments (last name of spokesperson). "Most litter in communities is often waste which has not been properly containerized and comes from various sources, such as construction sites, commercial refuse containers, household waste containers, uncovered trucks, overflowing litter baskets and, of course, pedestrians and motorists." Our findings indicated that some of the garbage we found might have come from....(provide details as per your findings)

PITCH-IN CANADA National Chairman Alice Johnson said the PITCH-IN campaign would be impossible without the volunteer help.

"We want to thank everyone from (name of group), and everyone from across Canada, who helped out," said Johnson. "Without them, the effort never would have been made. Tens of millions of dollars worth of volunteer labour are donated by PITCH-IN CANADA volunteers. It's great that so many people are willing to give their time for the cause of environmental stewardship." Johnson added that she knows local governments are grateful for the voluntary assistance provided, especially in light of financial cutbacks in most communities.

PITCH-IN CANADA established PITCH-IN WEEK in 1969. Each year since, youth groups, conservation clubs, schools, church groups, volunteer organizations and municipal governments have taken part in roadside and property clean-ups, recycling drives, habitat improvement and other clean-up across Canada. More than one million volunteers from 750+ communities across Canada participate in the annual campaign.

PITCH-IN CANADA WEEK is supported by local municipal governments, the media and a number of voluntary organizations including Scouts Canada, The Girl Guides of Canada, Women's Institutes and many others.

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For more information, contact (name of spokesperson) at (phone number).

To contact PITCH-IN CANADA: Fax: (604) 535-4653, Email: pitch-in@pitch-in.ca
Voicemail for PITCH-IN CANADA's President (604) 473-6495
Visit PITCH-IN CANADA's Media Center for more information at www.pitch-in.ca

Conducting a Media Campaign

Making people aware that they can help keep our environment clean and beautiful is an important part of all PITCH-IN CANADA programs.

The media are strong supporters of the PITCH-IN CANADA campaign, especially at the community level. The media can be used as a very effective tool to help promote **environmental responsibility and action.**

A few basic things you should know about the media:

- **"Media" stands for print media (newspapers, magazines, newsletters, etc...) and electronic media (radio, television, cable, video images).** Communication with, and preparing for dealing with, media will depend on what form of the media you approach.
- **The media cover lots of "stories".** Your event or activity is one of many they **might** be interested in covering. Don't **expect** the media to cover your event just because it took place. **Understand** that the media may not always be able to cover every event, no matter how newsworthy. A "last minute" major newsbreaking story which developed just before your event may be "bad news" - for your event's chance of getting covered. However, there are ways to **enhance** your chance of being "covered". Here are some basic rules.
- **Media do look for "good" stories.** Bad news all the time can be depressing. Your "good news" story might be just the "balance" the media are waiting for on the day of your event!

Make News - Media exist to cover news. If you remember that then you are well on the way to effectively communicating with any member of the media. What is it about your event that makes it news? Or, even better, what can you do to **make your event news?**

Suggestions to draw the media's attention to your event

- **Prepare a news release** which outlines **what** you plan to do, **who** will be involved, **when, where, why** you are doing your project and **how** you plan to achieve your goal.

The media release will force you to focus on what it is you want to communicate at your event (why are you doing your event). **STICK TO YOUR FOCUS IN SUBSEQUENT INTERVIEWS WITH THE MEDIA!**
- **Remember, even if the media does not show up for the event, they may still publish your story, especially if you've done a good job preparing your release.**
- **PITCH-IN CANADA has prepared some sample news releases for you. You can access these at the bottom of this section.** Read them carefully and you'll discover that there is a "style" to writing releases. It's called the inverted pyramid style. The facts in the first paragraph, with more and more detail as you read on. This way, even if your last few paragraphs don't get printed, the facts will stay intact and the reader will know what took place.

After you have written your release send it to:

- **Print:** The Editor/News Editor/City Editor
- **Radio:** News Department/News Editor
- **TV:** Assignment Editor

- **Activity Suggestion:** Ask English classes to write news releases on various PITCH-IN or other environmental projects.
- **Provide background information and link your project to activities across Canada.** Indicating that you are part of a large project to help clean up Canada and the world adds extra interest to your event and story.
 - Download and provide your media with copies of other, appropriate, PITCH-IN CANADA Media Releases and alert them to the PITCH-IN CANADA **Web Site** where they can obtain further information about various campaigns. **You can access PITCH-IN CANADA's Media Centre at the bottom of this section.**
- **Hold you event in an accessible place** and never assume that media will know where it is.....provide a map!
- **Time your event to coincide with media deadlines.** **Call your newspaper editor** (News Desk or News Editor in larger publications) to find out their "deadline"; don't plan an event for when they are "putting their publication to bed" - that's when they are really busy and will not have time to cover your event!

Same goes for television. The best time to "hit" the evening news is to plan an event between 9:30 and 10:30 in the morning. It allows the film crew to get back to the station and prepare a story for that evening's news. Your contact at a television station is the Assignment Editor.

Radio, due to its frequency, thrives on news any time of the day.

- **Plan an event within your event** to assist the media in focussing on your story. Suggestions: stage a "kick-off" to the event; prepare some of your members for interviews with the media.
 - **For information about the "Fastest Broom Contest", a great event to kick off your event, please check PITCH-IN CANADA's online Resource Centre**
- **Stage a Photo Opportunity.** A picture can convey more than an article. A few seconds on the nightly TV news can highlight your day. Make it easy for the media by "arranging" a visual activity, especially for television. TV wants ACTION - stage it for them! Wearing special clothing for your event will also add drama and excitement. Remember PITCH-IN CANADA's motto: **Action speaks louder than words!**
- **Provide different "Angles".** Especially if more than one newspaper or television station is sending a photographer or crew. Media are competitive. Give each photographer a different suggestion for a "photo opportunity" so that their photos will differ. TV crews from different stations may want different "angles" to their stories. Provide personal interviews to each station.
- **Understand the mechanics of making news.** Television crews like easy access as they are carrying heavy cameras. Make it easy for them.

All media are on a deadline. However, if you are faced with several requests for individual interviews after an event then the general rule is: TV first (to allow them to pack up their equipment as fast as possible and get on to another assignment), followed by radio and print media.

When choosing who should represent your organization/event in interviews, select the individual on the following basis: understands your project's objective, can speak articulately, is enthusiastic and, finally, is involved in the project/event. Generally speaking, young people are excellent spokespersons for the environment.

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TIPS for conducting a **safe Clean Up**

BEFORE.....

- **Visit** your site, assess it for possible **hazards**. What can you do to minimize any dangers ? (**Youth are not encouraged to clean along roads or highways or around parked cars.**)
- What **equipment** will you need? Safety vests? Gloves? Rakes? Shovels? **Hint:** Contact local medical professionals and/or pharmacies/ supermarkets for free gloves
- How many **supervisors** will you need, if working with a youth group ?
- **What will you do** with the garbage you've collected? Will your local authority be able to help you dispose of large items or amounts? **Hint:** contact local government or private waste disposal companies for help

DURING ...

- Closely **supervise** the project, and the participants. Do **not** allow youth to go near or into bush or wilderness areas alone !
- Do **not** allow participants to pick up any dangerous items, including broken glass, discarded needles, etc.
- Remind all participants to be **very careful** around parked cars, in driveways, and along roads.
- Do **not** allow participants to carry heavy or bulky items of litter.
- **Arrange** to properly **dispose** of all non-recyclable litter.
- **Wash hands** thoroughly before eating and at the conclusion of the project.

**THANK YOU FOR PARTICIPATING IN
PITCH-IN CANADA WEEK !**