

# 10 Public Relations & Marketing 2

## ***Name and logo***

A Community Composting scheme needs a name. Choose an unambiguous name which declares who you are and what you are doing such as Run-A-Muck or Rotters. A recognisable logo is also valuable for use in all your promotional exercises. This can be displayed on a collection vehicle, leaflets, advertising and any packaging to add a corporate identity to publicity.

## ***Managing publicity***

Leaflets can be treated as newsletters or vice versa. They are small news packages which can be sent out now and again. Initially you will need to produce one to inform people about the scheme, what it is, who is doing it, people to contact concerning it and so on, in order to attract people to the project. Later they can be used to inform of further developments, progress and events.

## **Leaflet guidelines**

- Keep it short and to the point
- Use illustrations where possible
- Keep language simple and jargon-free
- Stress the advantages to the local community
- Include details of who to contact

## **What to include in a leaflet**

- Aims of project
- Benefits to householders
- How they can provide material
- How they could get involved
- Simple, clear instructions on the suitability of materials
- Hints and tips for other recycling
- Collection / delivery days / times / locations
- Phone numbers for queries
- Any costs to them

A flier – a short, single sheet version of a leaflet – or small poster is handy for getting over a message such as what materials the project will accept. Posters can be used to advertise particular events such as meetings or open days, and stickers can be displayed, in the windows of cars and houses, to show support for the scheme and keep it in the public mind. Each of these communication devices should incorporate the project name, logo and any additional information in as concise a manner as possible.

## ***The use of the public media***

Local newspapers, local radio stations and regional television are always on the look out for stories, especially the rare and unusual. To use them to publicise your venture, prepare a press release containing the facts about your operation and, if possible, offer a photo opportunity or interview with a spokesperson for the group. Over time it is possible to develop good relationships with journalists. When exploring markets for your compost, it is helpful to be able to offer opportunities for publicity in the local media as an incentive for potential outlets such as garden centres. Even larger chains now have environment policies which promote locally produced goods, so consider them too.

## ***Holding events***

As long as your site is able to accommodate the public, an open day is a good public relations exercise. People who have taken part in the scheme by contributing material, equipment or funds can in some way then see what they have helped to create. Sceptics can also see what has been achieved and may be persuaded to join in. Samples of the finished product should be displayed.

If you are able to produce a variety of composts such as composted wood chippings for a mulch, leafmould, or a mixture containing composted manure suitable for use as a potting mix, a display of each material with a mock up of how it is to be used or plants grown in it could make a very persuasive visual argument. Do not forget to invite the press.

## ***Other relevant cards***

- Grants and Other Funding
- Public Relations and Marketing 1
- Making the Compost