

## Media Coverage Summary 20██

The Branch's media relations program resulted in 344 stories on local, regional, national and international media. Approximately 48 stories were broadcast on local television, 29 on local radio stations, 70 stories posted online, and 197 stories appeared in print.

This represents an 86% increase in media coverage over last year. Much of the increase can be attributed to the proliferation of online media coverage and the duplication of stories on multiple channels.

Recycling (63 stories) and events at the ███ (82 stories) were the hot topics of media coverage in 20██. Highlights include the singing Blues Bin campaign, the ███ Facility, the ███ Paper Recycling Facility, and the waste utility fee increase.

<p>Collections: 28</p> <p>Re: o/s container hazards, use the right can, keep trash light, package sharps, winter waste collection safety, Xmas tree p/u schedule, Big Bin Event information, waste collection schedule changes, slippery sidewalks danger to collectors, fewer illegal trash cans this year</p>	<p>Letters to the Editor/ Venting: 55</p> <p>Re: litter, plastic bag ban, plastic bag fee, litter complaints, thanking waste collectors, styrofoam recycling query, winter p/u schedule, cig. butt litter, commendation of the City as leader, waste utility fee complaints, Eco Station complaint, singing blue bin complaints</p>	<p>Recycling: 63</p> <p>Re: Singing blue bins, Blues Bin Recycling campaign coverage, Earth Day, election signs, [redacted] profile, the City recycling leader, Business lunch &amp; learn, recycling tips, [redacted] closed-loop recycling, lack of blue bins downtown, plastic water bottle recycling, recycling at festivals, Xmas tree recycling, reduce-waste reuse-recycle, clothing &amp; textiles recycling, recycling education in [redacted] Sq., [redacted] &amp; [redacted] recycling, musical bins, singing blue bin straw polls</p>	<p>Waste Utility/Budget: 26</p> <p>Re: waste management service fees, 20 [redacted] waste utility budget discussions, garbage fee increase, straw polls</p>	<p>Eco Stations:5</p> <p>Re: what is an Eco Station, bulky item disposal, take [redacted] to Eco Station, [redacted] Eco Station public art discussion</p>
<p>EWMC:82</p> <p>Re: [redacted]'s Paper dome unveiling, [redacted] Open House, [redacted] profile, feature, the City. Composting Facility feature, processing recyclables at waste-to-ethanol, Waste-to-Biofuels groundbreaking, C&amp;D recycling, closed loop paper recycling, Xmas tree recycling</p>	<p>Garbage/Litter: 32</p> <p>Re: street litter, spring cleaning, litter audit results, Mayor cleans up litter, plastic bag ban, plastic/ paper bag litter, litter cleanup, cig. butt cleanup, litter enforcement, neighbourhood cleanup, yard cleanup</p>	<p>MCRP/Composting: 26</p> <p>Backyard composting, [redacted] composting program feature, Volunteer [redacted] closes for renos, [redacted] S-A composting interview, National Volunteer Week [redacted] TV profile, City Hall composting program, [redacted] renos feature, [redacted] 20th Anniversary coverage, composting Major in Afghanistan, Master Naturalist program, Earth Day composting tips</p>	<p>General:27</p> <p>Re: waste fee increase, waste utility budget, recognition for environmental excellence., Earth Day, Reuse Centre, XXX waste diversion rates, plastic bag ban/retail charge, open data for waste collection apps, aggregate recycling, Corporate Knights rank [redacted] #2 most sustainable, illegal dumping, [redacted] program, [redacted] 20 [redacted] waste info, the City world leader in MSW management</p>	

Copy of local newspaper article was also attached. This article has not been included.