



**HR CLEAN**  
**Hampton Roads Regional Litter Prevention**  
**& Recycling Education Initiative**  
**FY 2002-2003**

**Annual Report**

August 2003  
Physical & Environmental Planning

## **Executive Summary**

HR CLEAN's focus during FY 02-03 was that of litter prevention and waste minimization education. Through a joint effort, HR CLEAN and the Southeastern Public Service Authority (SPSA) have developed a youth performance entitled Trashanator II (TII) to meet the environmental education needs of the region. Trashanator II is a spin off of SPSA's original youth performance Trashanator that is shown to students on the Southside. TII is a 45-minute production of various age appropriate skits on the subjects of waste minimization, recycling, and anti-litter. Performances will begin in September of 2003.

The committee continues to meet once a month, sharing information and reviewing progress on HR CLEAN goals. Select members represent the group on various national, state and local committees such as the National Recycling Coalition (NRC), the Virginia Recycling Association (VRA), the Virginia Council for Litter Prevention and Recycling, Keep America Beautiful (KAB) and regional partnerships such as the joint environmental educational planning and programs with HR WET and HR STORM.

HR CLEAN participated in various clean up events and worked closely with the local radio stations contracted to carry their messages on a spring clean up contest. The contest was for listeners to call in to the station with the worst littered areas in the region. Through assistance by Newport News, a site was selected and cleaned by volunteers of the HRPDC, HR CLEAN and radio station staff.

The "Day at the Beach" television ad ran this past year on WTKR Channel 3. A new ad was not developed as this spot hit the target audience and message that HR CLEAN was trying to promote. In this ad, three young men film themselves on a day to the local beach. On their way you see them litter out of their vehicle. Once the men reach the beach they are amazed and disgusted at how much waste is littered along the shore. This ad shows how litter affects the beaches, becomes unsightly, and interferes with recreational activities.

The HR CLEAN website continues to evolve. The site contains up to date information on mulch mowing practices, contacts, and other recycling information. The site is also linked to state educational websites such as the Department of Environmental Quality (DEQ) Environmental Education site, the DEQ Pollution Prevention P2 site, and the VRA. This past year, a direct link was added to the Chesapeake Bay Foundation's "Clean the Bay" site where users were directly linked to sign up information for the early summer annual activity. Each month the website is reviewed and updated to keep the site accurate and informative to those who visit.

## Media

Working in conjunction with media partners, WTKR Channel 3 and Hampton Roads Cable Reps, members of HR CLEAN and HRPDC staff developed a targeted, high impact television schedule that was also cost effective. Based on past and current research at the local, state and national levels, the most likely littering offenders are males ages 18-24. HR CLEAN targeted this group once again for the campaign.

In the fall of 2002, HR CLEAN members developed an anti-littering advertisement based on information from a local marketing group, Market Researchers & Analysts (MR & A). The ad titled "A Day at the Beach" focused on the actions of littering with the target group playing the main roles. This ad began airing on WTKR in mid April during peak target group viewing times. Also, as a part of the WTKR contract, viewers visiting the WTKR website were introduced to HR CLEAN with a brief description of the group and a direct link to the HR CLEAN website throughout the year. Cable Reps (Cox Media) ran ads as well for HR CLEAN during peak viewing times for the target audience. Cox used the ad with the stark images depicting the consequences of littering and figures on the cost of littering. This ad, developed in 2001, is the high impact visual past focus groups had suggested.

The following is a breakdown of the HR CLEAN ad placements on selected target viewing times and shows:

| <b>Ad placement</b>                   | <b># of spots</b> |                    |
|---------------------------------------|-------------------|--------------------|
| <b>WTKR</b>                           | 112               | \$13,045.00        |
| <b>MTV - Music Television</b>         | 216               |                    |
| <b>ABC – Family Network</b>           | 246               |                    |
| <b>Nickelodeon</b>                    | 284               |                    |
| <b>TBS – Turner Broadcast Network</b> | 202               |                    |
| <b>TVL – Travel Channel</b>           | 141               |                    |
| <b>Cartoon Network</b>                | 274               |                    |
| <b>CSN – Comcast Sports Network</b>   | 6                 |                    |
| <b>TOTAL COX</b>                      | 1369              | \$13060.00         |
| <b>TOTAL ADS</b>                      | <b>1481</b>       | <b>\$26,105.00</b> |

**Total Programming: 1481**  
**Total Television Programming Cost: \$26,105.00**

Television advertising was again partnered with radio airtime on the Sinclair Radio Group Stations: WROX – 96X, WTAR – AM 850, WNIS – AM790, and WKOC – The Coast. Members participated in the AM 850, WNIS "Ask the Expert Show" which aired live in the early spring of FY 02-03. Committee members discussed the need for volunteers in regards to environmental projects including clean up events and other environmentally related opportunities. The Hampton Roads litter ad was aired throughout the year during peak target group listening hours. The following is a tally of the ad placements with each radio station:

| <b>Sinclair Radio Group</b> | <b># of paid spots</b> | <b>Total Cost</b> |
|-----------------------------|------------------------|-------------------|
| <b>WROX – FM96X</b>         | 154                    | \$7,000.00        |
| <b>WTAR – AM850</b>         | 24                     | \$400.00          |
| <b>WNIS – AM790</b>         | 24                     | \$760.00          |
| <b>WKOC – FM93.7</b>        | 75                     | \$3,000.00        |

**Total Radio Programming: 277 spots**  
**Total Radio Costs: \$11,160.00**

The following is the radio script, written in 2002 by local Hampton volunteer Ms. Marilyn Burney. It was used for the promotion of community clean up events, and specifically the Adopt Hampton Roads events during the spring:

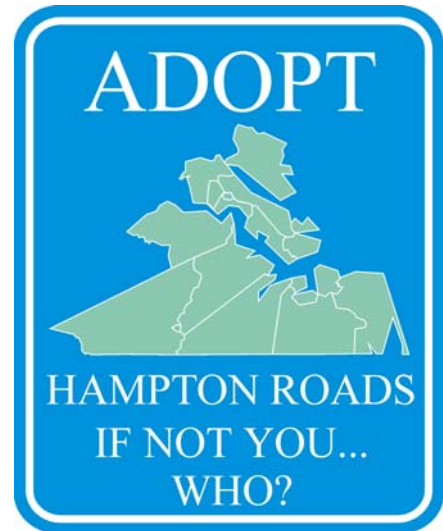
**“For the past eleven months I’ve cleaned enough trash daily to know some of your habits. Oh sure, I don’t know them all, just the ones that I have had to pick up:**

- **You use tobacco products- mostly regular cigarettes, and chewing tobacco. You are concerned about your breath and attempt to cover-up that nasty “tobacco breath” with super strength mints.**
- **You have a sweet tooth. Chocolate with peanuts is your favorite.**
- **You like soft drinks (with calories intact) and bottled water on occasion.**
- **You support local convenience stores, and are almost always loyal to the USA by buying domestic beer.**
- **You like a variety of fast food, and always order fries with the combo meals.**

**Some days there are surprises- a stray juice bottle, a dip can, -but on the whole you are consistent. I’m hoping that my greatest surprise is yet to come: the day you think before you throw.”**

**They’re OUR roads and parks, our rivers and canals. It’s up to US to keep them clean. Join HR CLEAN and local volunteers for Adopt Hampton Roads Day, Saturday, May 4<sup>th</sup>. For more information visit [www.hrclean.org](http://www.hrclean.org) or contact your community’s clean community coordinator.**

**“Adopt Hampton Roads, if not you...who?”**

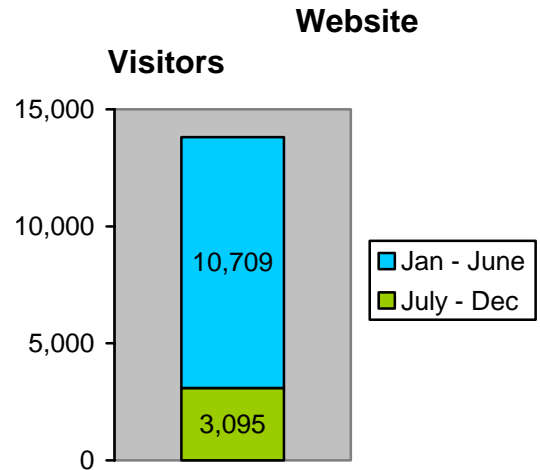


**Website**

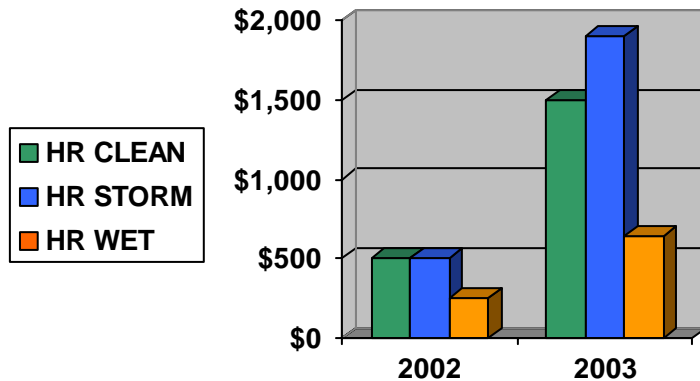
Throughout the year, the HR CLEAN committee members provided staff with updated information and ideas to add to the website. The drop off sites, member contact information and season information displayed on the home page were all updated periodically. Television ads were digitalized and also made available online. Viewers can now see the ads from the website. To aid in publicizing of the website, the address was printed on the promotional products distributed, added to the television and cable spots and radio ads which ran mainly in the Spring months.



During the course of the year, the website had a total of 13,804 visitors. The majority of the visitors were during the spring months, when ads were running and the site was being promoted. During this time, 55% of all the documents downloaded from the site were the Mulch Mow flyer. This was added in the previous year but pulled to the front of the website this past spring. A clear sign that seasonal information is being used.



**Mini-Grant Program**



As a participating committee in the HR<sup>3</sup> programs, HR CLEAN participated with the Youth Scholarship program, now referred to as the Mini-Grant program. Program guidelines and applications are available by request and on the HR CLEAN website. From the site, visitors are also welcome to apply online. During the last six months of the year, 28% of all the documents downloaded from the HR CLEAN website were for the Scholarship

application. Over \$4,000.00 was awarded to seventeen different groups working on projects related to the mission and goals of HR CLEAN, STORM and WET during the past fiscal year. Of that, HR CLEAN awarded \$1,500.00.

HR CLEAN funded programs such as a “Rapping to Recycling” program for the students of Hampton City Schools, Special Education Division, and some compost programs with Gloucester Montessori, Red Mill Elementary in Va. Beach and Western Branch Intermediate in Chesapeake. HR CLEAN also awarded funding for the development and start up of school recycling programs for York and Grafton High Schools in York County. Both schools had been very active with collection of aluminum cans. Through the new programs, paper from the classrooms is also now collected for recycling.

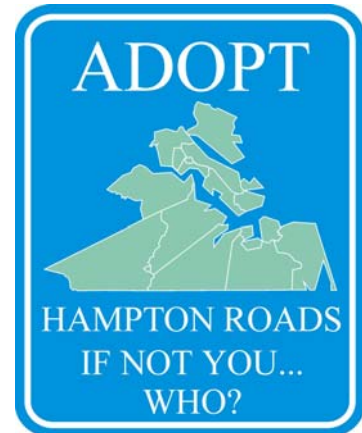
Students at Grafton High School were awarded \$250.00 by HR CLEAN to develop a “Green Team” Recycling program. The students used their resources to buy receptacles, materials to promote the program and incentives to give to those who recycled. (Right: a student recycling his aluminum can receives candy from a member of the GHS: Green Team for recycling.)



The GHS: Green Team would meet frequently to discuss program ideas and activities. A green frog was used to symbolize the committee and their meeting announcements.

## Adopt Hampton Roads - Cleanup Events

This was the second year with the “Adopt Hampton Roads” programming. HR CLEAN has agreed that this is a year-round program that is incorporated into different clean up events throughout Hampton Roads. Some communities have chosen to have a special event set aside for other clean up events, others have made it a part of their Keep America Beautiful clean ups, Earth Day or other non KAB affiliated events.



This year, our radio contactors, Sinclair Stations, specifically WROX, 96X, took the idea of Adopt Hampton Roads and made it into a regional contest. Listeners would hear the HR CLEAN radio ad then be told to call in to the station identifying the worst areas of litter anywhere in Hampton Roads. The site with the most litter would then be cleaned up by the radio personalities and other interested volunteers. During a set period of time, many calls were received. Through assistance from Newport News Solid Waste Division, a site at Newsome Elementary School was chosen. On the cold and rainy April morning of the scheduled clean up, 96X radio personalities, volunteers from the Newport News Solid Waste Division and HRPDC staff collected over 100 lbs. of debris from the ditches and side areas of Newsome Elementary School in Newport News. While many sites were suggested, this site is located in an industrial section of the city that has not been adopted by a volunteer group.



**Pictured here: Dedicated volunteers of the 96X radio team, and (R to L) Mary Jo Knapp, Julia B. Hillegass, Senior Planner, Environmental Education for the Hampton Roads Planning District Commission and Denise Jefferies, Newport News Clean City Coordinator.**

## AHR Photo Album - 2003 Lindsay Middle School, Hampton

Students from Lindsay Middle School collected over 80 pounds this year during their campus clean up event.



### Trashanator II



Before the year was over the HRPDC, on behalf of the members of HR CLEAN, signed a contract with the Southeastern Public Service Authority (SPSA) to provide the HR CLEAN localities with youth performances on waste minimization. The Old Dominion University's **Playtime Theater** group developed a script under the writer and director, Frankie Hardin, and will begin performances in September of 2003. Members of the committee worked with the writer and SPSA in the development and scheduling of performances, which are tailored to audiences of grades 3-5.. The youthful skits discuss litter, recycling and proper disposal methods of wastes on a regional level.