

TIPS FOR ENGAGING LOCAL MEDIA:

EVENT LISTING

In addition to invitations and email blasts to staff, students, parents and community members, it's always a good idea to let the community know about the recycling drive by placing an event listing in your local newspapers, newsletters or bulletins.

Along with basic information about the drive, you can also include a photo of students recycling or your school logo. Use the guidelines below to help you create an event listing and make sure to include this important information:

- The host of the drive
- The date and time of the drive
- Where the drive is being held
- What kind of recyclables attendees should bring
- Any special activities you'll be holding during the drive

ENGAGE WITH YOUR AUDIENCE



Target the reporter and build a relationship:

Who do you get your community news from? Look at stories about recycling, schools and your community, and see who is covering these topics. Find contact information through media outlets' websites or social media channels.



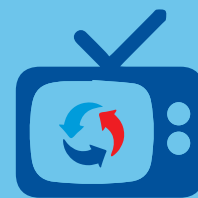
Keep emails succinct:

Reporters receive a lot of emails each day, so keep your email straight-forward and to the point. Email subject lines are important to get the reporters attention right away and entice them to open.



Persistence is key:

If you send an email to a reporter and haven't heard back, feel free to politely follow-up with them in the next 24-48 hours. Sometimes it doesn't hurt to pick up the phone if it's a timely story. When a reporter gets back to you, be prepared to share more information, details and image or video assets if requested.



Expectations and coverage:

Members of the media are busy keeping up with the news cycle. Just because you do not hear back right away does not mean they're not interested in future opportunities. If media are interested in reporting on your story, ask about the expected air or run-date, and keep a lookout for the story! If you do secure media coverage, or have any questions, please email mediarelations@pepsicorecycling.com.

OTHER THINGS TO KEEP IN MIND

There are a few communication guidelines to keep in mind when talking about PepsiCo Recycling + Recycle Rally externally:

Do:

- Say “PepsiCo,” NOT “Pepsi”
- Say “Recycle Rally,” NOT “Recycling Rally”
- Mention Recycle Rally in ways that are authentic and natural based on your experience with the program
- If you share photos, please remove labels from packaging or turn the product in photos to not highlight brand names.

Please avoid:

- Mentioning ANY product brand names (Company name, “PepsiCo” is okay, but please do not refer to the brand name “Pepsi”)
- Shaming those who do not recycle (say instead, “It’s never too late to start recycling”)

