

HHW Event Timeline

Check items off as you complete them

As soon as possible

- Schedule the Event by contacting the Division of Solid Waste Management at (615) 532-9265.
- Ask newspapers to run Press Release One.
- Reserve event site and appropriate trash receptacle.
- Find an outlet for lead acid batteries and empty propane gas cylinders
- Fax your completed pre-event checklist to Robert Wadley at (615) 532-0199.

Four weeks before

- Ask newspapers to run Press Release Two.
- Check with local organizations or school groups to get volunteers (possibly for hanging signs, passing out flyers, directing traffic, and helping with surveys the day of the event).

Three weeks before

- Ask newspapers to run Press Release Three.
- If the newspapers will only run one article before the collection event or none at all, try to get something run in the "news in brief" section. PSA Two can be used as a model. Have this run in every edition prior to the collection event.
- Buy space and submit an ad now. You will need to run an ad for the event the week before the collection event and the week of the event. (See Policy Guide.) A copy of the ad should be submitted to the Division of Solid Waste Management for approval before the collection event.

Two weeks before

- Ask newspapers to run Press Release 4 the week of the HHW Collection.
- Utilize volunteers to hang signs or pass out flyers.
- Contact radio stations in the county. If you are planning to buy time, do so now. If not, see if you can get PSA Two run on a community events calendar until the HHW Collection.
- If you are going to utilize a cable station or sign, make plans to do it now.
- If you are going to run an announcement in church bulletins, contact churches now.

One week before

- If you are going to use volunteers, contact them now. Remind them about the HHW Collection. Explain their duties and give them the time and location of the event.
- Ask newspapers, radio stations, or television stations to attend the HHW Collection. Perhaps they can take pictures or provide a live broadcast to show the success of the event.
- An effective last minute reminder is to have the newspaper run a photograph on the eve or morning of the event showing a family posing with some examples of HHW or cleaning out their garage. The caption will explain that they are preparing for the upcoming collection event.

Day of the event

- Arrive at the event early enough to let the contractor set up.

After the event

- Ask newspapers to run Press Release 5 or a similar follow-up article.
- Start planning for next year's event and continue year round education about HHW.