2007 Advertising Campaign

The 2007 Advertising Campaign is incorporating innovative and attention-getting mediums such as:

- **Sports Marketing** (April – September): The County resumed its partnership with the LA Dodgers, which includes: a television PSA on Dodger Vision; an LED ribbon board; full-page color ads in Dodgers magazine; and in-game radio PSA spots on KWKW-AM Spanish sports radio.

- **Mobile Billboard** (June): The campaign kicked off its 2007 advertising in June with a month-long attention-grabbing mobile billboard campaign that reached more than 21 million audience impressions.

- **Movie Theater** (July): Between July 6, 2007, and August 16, 2007, the ad ran at several theater chains in the County. The County developed this slide specifically for the theater campaign that is expected to reach more than 2,348,000 residents during the summer blockbuster movie season.

- **Television** (September): The “Don’t Trash California” PSA will run on cable channels that target our specific audiences, including HGTV, the Speed Channel, Comedy Central, ESPN2, The Learning Channel (TLC), Do It Yourself Network (DIY), MTV, Cartoon Network and Spike TV.

- **Radio** (September): The PSAs will run on KNX-AM, KFI-AM, KPWR-FM, KROQ-FM, KIIS-FM, KLAC-AM, KSCA-FM (Spanish language) and KBUE-FM (Spanish language).

- **Print** (September): Spanish-language print ads will run once per week in La Opinion and Mundo L.A./La Guía.

- **Outdoor** (September): The County has secured a new ad campaign featuring four new PSAs positioned on the inside and outside of public transportation buses, in addition to PSAs on LED boards and billboards this year. Look out! ♦️

This newsletter is now interactive!

All email addresses and website URLs in the newsletter can be clicked on to link you to your email application or the internet for more information. You also can click on photos to view them in greater detail.
**Year IV Campaign Highlights**

Last year, L.A. County residents would be hard-pressed to have missed our “Don’t Trash California” message. We distributed more than 400,000 “Don’t Trash California” collateral materials via special event partnerships; and advertisements ran on television, billboards, LED boards, radio, websites, coffee cup sleeves and print outlets throughout the County of Los Angeles. The campaign garnered almost 300 million audience impressions.

The “Don’t Trash California” campaign was promoted at the following events and venues during Year IV of the campaign:

- Los Angeles Area Emmy Awards, August 26, 2006, at 10 p.m. on KTLA
- Los Angeles County Fair, September 8 – October 1, 2006
- Long Beach Marathon, October 15, 2006
- Hollywood Christmas Parade on November 26, 2006
2006 Residential Survey Results

The 2006 Countywide telephone poll results revealed that the campaign’s specific messages and themes are connecting with residents! Highlights include:

- Sixty-three percent of those surveyed favor stern penalties for littering, including community service.
- Sixty-one percent of residents surveyed found the campaign messages meaningful.
- Recall of specific ad elements suggests that the television and billboard ads are driving anti-littering awareness. Two-thirds of those who recalled messages remembered the “trashing California is like trashing your home” theme, and nearly half (44%) recognized the “two guys throwing litter in houses” storyline.
- Twenty-six percent of those polled reported that they have reduced their polluting behaviors during the last five years.

October NPDES PIPP Meeting

The next quarterly NPDES Copermittee Public Outreach meeting is scheduled on October 24, 2007, at County of Los Angeles, Department of Public Works Headquarters, 900 S. Fremont Avenue, Alhambra, CA 91803, Conference Room B. For information about the meeting, please contact Ms. Anna Ho at (626) 458-5966 or via email at aho@dpw.lacounty.gov.

County Stormwater Campaign in the News

The news keeps flowing! Stories ran earlier this year in the Argonaut and Tolucan Times newspapers and in Westways magazine about the causes, solutions, and impacts of stormwater pollution – garnering more than three million audience impressions!

New Campaign Materials Available by Request

Do you need campaign materials? The County’s new tip cards provide information on general stormwater pollution prevention, pet waste, pesticide and paint disposal. Also available are the new Homeowners’ Association flyers. All materials are available in lots of 200. Also, the popular Bags on Board dog waste dispenser bags are again available!

To view images of the available materials, visit http://ladpw.org/PRG/StormWater/Page_02.cfm. To request additional materials, please contact: patricia.condon@ogilvypr.com.

Calendar of Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Saturday, September 15, 2007</td>
<td>2007 Coastal Cleanup Day</td>
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<tr>
<td>Includes both coastal and inland cleanup sites. For more information, contact Meredith McCarthy, Program Director, Heal the Bay, at (310) 451-1500, Extension 116 or via email at <a href="mailto:mmccarthy@healthbay.org">mmccarthy@healthbay.org</a>.</td>
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| Ongoing | Household Hazardous Waste/Electronic Waste Collection Events |
| The County of Los Angeles in cooperation with the Sanitation Districts of the County and local jurisdictions offer collection events on a continuous basis. For more information, visit www.888CleanLA.com. |
The Los Angeles River
December 11, 2006

Remember that piece of trash
you tossed into the street the other day?
It adds up.

DON'T TRASH
CALIFORNIA

www.DONTRASHCAL.com

Return to Story
Trash thrown on the street can end up in our rivers and ocean. Put litter in its place. www.888CleanLA.com
SORRY NO REFUNDS OR EXCHANGES ON TINTED PAINT & STAINS
Put litter in its place.

Litter on roadways and in your community can find its way into storm drains and ends up polluting our rivers and beaches.

Thank you for helping keep California and your community clean!

www.888CleanLA.com