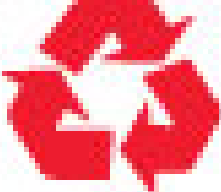


# Reach Out – Draw In

**Get Caught !**

MORA, June 7, 2007

# Get Caught Recycling!

---

## ■ History

- Spring 2005
- Fall 2005 initial launch
- Summer 2006 Contest
- Trademarked

# Get Caught Recycling!

---

- Approach: Find community leaders and public figures who could encourage people to recycle.
- Encourage use with targeting marketing.

# Get Caught Recycling!

---

## ■ Philosophy

- Save \$ and have some fun
- Maximize Use of Staff Talents
- Limit Outside Contracting
- Use Community Leaders, Heroes
- Make it transferable to Local Level

# Get Caught Recycling!

---

- Made TV and Radio Spots
- Posters and newspaper ads
- Web Site
- Promotional Items


# 2nd Person Caught

- Former Kansas Governor
- Now Kansas Wildlife and Parks Director

Mike Hayden

**You don't need a license to Recycle and the good thing is that there's no limit!**

**You can make a difference**

 Kansas Department of Health and Environment  
Bureau of Waste Management 



 **"It looks like all of these are keepers"**  
- Mike Hayden, Secretary  
Kansas Department of Wildlife and Parks  
Governor of Kansas 1987-1991

**Get Caught Recycling!**



 Reduce - Reuse - Recycle


# Sports Heroes

- KU Basketball Star
- All American from Leavenworth, KS

Wayne Simien


**It's a slam dunk!**  
*You can make a difference*

 Kansas Department of Health and Environment  
Bureau of Waste Management 



**Wayne Simien, NBA Miami Heat**  
- former KU All American basketball star

**Get Caught Recycling!**

  
Reduce - Reuse - Recycle

# Sports Heroes

- KSU Women's All American Basketball Star

Kendra Wecker

**It's a sure shot**  
**You can make a difference**

Kansas Department of Health and Environment  
Bureau of Waste Management

**RECYCLE DON'T SPILL IT!**

**Kendra Wecker, WNBA San Antonio Silver Stars**  
- former K-State All American Women's basketball star

**Get Caught Recycling!**

Reduce - Reuse - Recycle  
Helping the State Department of Health and Environment

The poster features a photograph of basketball player Kendra Wecker in a silver jersey with the number 53, jumping to catch a clear plastic water bottle during a game. A referee in a black and white striped shirt stands nearby. The background shows a basketball court with bleachers. The text is arranged in a vertical layout on the right side of the image.


# TV Celebrities


- Topeka WIBW "Take Cover" Anchor 1966  
Topeka Tornado
- CBS Reporter
- Now A&E Producer

Bill Kurtis

**Turning something old  
into something new is the  
very definition of recycling**

**You can make a difference**

 Kansas Department of Health and Environment  
Bureau of Waste Management 



**"For Kansas' sake, Recycle!"**

— Television Journalist Bill Kurtis  
In renovated downtown Sedan, Kansas

**Get Caught Recycling!**

  
Reduce - Reuse - Recycle

# National Leaders

- US Senator

Sam Brownback

**We Make Important  
Decisions in Washington  
...Everyday**  
***You can make a difference***



Kansas Department of Health and Environment  
Bureau of Waste Management



**United States Senator Sam Brownback**

**Get Caught Recycling!**



Reduce - Reuse - Recycle

# Local Talent

- Topeka's 2005 Fiesta Mexicana Queen

Mellissa Cooper

**Recycling, it's a beautiful thing for our Environment**  
**You can make a difference**

**NE**  
Kansas Department of Health and Environment  
Bureau of Waste Management

**NEEDS DON'T SPILL IT!**

**Melissa Cooper**  
- Queen - Fiesta Mexicana 2005

**QUEEN**

**Get Caught Recycling!**

**Reduce - Reuse - Recycle**

Reduce - Reuse - Recycle

The poster features a young woman, Melissa Cooper, wearing a green and white floral dress and a tiara. She is holding a bouquet of yellow flowers and several recycled items, including a plastic bottle, a metal can, and a paper cup. The background is a brick wall with a statue. The text is in various colors and fonts, including a large vertical banner on the right side.

# Spanish Version

**Reciclar es maravilloso para nuestro ambiente. Usted puede hacer una diferencia.**

 El Departamento de Salud y Medio Ambiente de Kansas  
Oficina para el Manejo de Desechos 

**Melissa Cooper**  
- Reina - Fiesta Mexicana 2005



**¡Sea Sorprendido Reciclando!**

Reduce - Reuse - Recycle



# Other Leaders


- Two Kansas Spelling Bee Champions

Toland Brothers


**Recycle . . .**  
**R-E-C-Y-C-L-E**  
**. . . Recycle**

**You can make a difference**

 Kansas Department of Health and Environment  
Bureau of Waste Management 



**Get Caught Recycling!**

  
Reduce - Reuse - Recycle

Kent Toland, Kansas State Spelling Champion - 2005  
Scott Toland, Kansas State Spelling Champion - 2001 & 2002  
Iola, Kansas



# Corporate Leaders

- Wolf Creek Nuclear Operating Authority Executive Officer

Rick Muench


"The little can goes here,  
the big can stays there . . ."

**You can make a difference**

 Kansas Department of Health and Environment  
Bureau of Waste Management 

**Rick Muench**  
- President and Chief Executive Officer  
Wolf Creek Nuclear Operating Corporation

**Get Caught Recycling!**



  
Reduce - Reuse - Recycle


OF THE PRO  
IT BACK


# Summer 2006 Contest

- Statewide Radio
- Targeted Marketing Pilots – Emporia, Wichita, Colby, Garden City/Dodge City

It just makes “Sense”  
to protect our  
Environment  
*You can make a difference*


 Kansas Department of Health and Environment  
Bureau of Waste Management 





**Stan Herd**  
- Nationally-acclaimed Kansas Artist with  
the earthwork of the new Kansas quarter

**Get Caught Recycling!**

  
Reduce • Reuse • Recycle  
Part of the Kansas Department of Health & Environment

# Winners announced at the Kansas State Fair



# K-State



KU



# Maureen T. Ruhlman

# Meranda Reifschneider

---

- Kansas Department of Health and Environment (KDHE)  
Bureau of Waste Management  
1000 SW Jackson, Suite 320  
Topeka, Kansas 66612-1366

(785) 296-1600

[www.kdheks.gov/waste](http://www.kdheks.gov/waste)

[www.getcaughtrecycling.org](http://www.getcaughtrecycling.org)