

Compost Workshop Publicity

- **Newspaper:**
(daily or weekly)
Press release
Letter-to-the-editor
Feature article
Community Calendar
- **Newsletters:**
Organizations
Municipalities
Schools
UW-Extension 4H, Ag, others
- **Church Bulletins**
- **One-Page Flier:**
Stand alone or with a display
- **Radio:**
PSA (public service announcements) – free, 30 sec, you write & then you or they record
Calendar of events
Part of a talk show with Extension Agent or others
- **TV:**
Cable Access - calendar of events
- on Mayor or other local official's program
- **Internet:**
County Extension Web Page - event
- **International Compost Awareness Week:** – Try to tie into that if dates work (usually early spring)
- **Message Boards:**
Municipal
Banks
Other Businesses
- **Connect with Compost Bin Sale:** Have people sign up for workshop when they pick up/buy a bin
- **Posters:**
(Not very effective way to advertise) Can put around town