

APPENDIX N

Media Coverage

This page shows a sampling of many dozens of media stories done about the "World Is Not Your Ashtray" campaign.

Roanoke County Anti-Littering Campaign Kickoff - Roanoke Times: Community Publications

WLSL10
MEMBER CENTER: Create Account | Log In | CONNECT: f t g+
Site Web
HOME NEWS WEATHER SPORTS VIDEO PHOTOS HEALTH DAYTIME CLASSIFIEDS ABOUT US
WLSL Staff Children's Programming Contact Us Advertise With Us Jobs at WLSL 10 Internships WLSL Press Releases HDTV Info Video Production Text Alerts
ADVERTISEMENT: AdWords Certification
Roanoke County sees success with anti-littering campaign
Posted: Feb 20, 2014 6:17 AM EST
Updated: Mar 13, 2014 6:17 AM EDT
By Aaron Martin, Anchor, Reporter - email

roanoke.com
Contests | Customer Care | Subscribe | Advertise | Submit News | eTimes |
NEWS LOCAL SPORTS BUSINESS WEATHER A&E LIFE OPINION VIDEO PHOTO OBITUARIES CLASSIFIEDS JOBS HOMES CARS
Home > News > Local News
Roanoke County Anti-Littering Campaign Kickoff
Story Comments Photo 1 of 19
Print Font Size
73° F HI: 85° LO: 67°
Mostly
Spacious Apartments | Large Balconies
Hardwood Floors | 24 Hour Maintenance
Senior Living
In Southwest Virginia
South Roanoke Apartment Village
Comfortable & Convenient Living
Click Here For More Information
roanoke.com DAILY DEAL!
Sparrow Bee's Therapies
50% Off Relaxing Massage Options
BUY NOW!
Roanoke County Anti-Littering Campaign Kickoff
1/3/2014 - Photo By: Elizabeth Watts Jones
Posted: Friday, January 3, 2014 6:00 pm
By Elizabeth Jones | SwCo
Keeping our valley clean, green and beautiful... that's the goal of the new campaign initiated by Cave Spring Supervisor Charlotte Moore to combat littering in Roanoke County. Cigarette butts at local intersections and discarded trash seen along many roads in the county continue to be a problem, but now there may be a solution.
Beginning this month, many drivers will see temporary road signs at major County intersections reminding them that "The World is Not Your Ashtray." According to Roanoke County Assistant County Administrator Richard Caywood, the new program will feature a local partnership with Lamar Advertising. "The advertising firm has generously donated billboard space to us," he said. The partnership will also include signs on County vehicles, including the County's fleet of trash collection trucks.
From a press release sent to us from Roanoke County.

TheRoanokeStar.com
HOME NEWS PERSPECTIVE SPORTS ARTS & CULTURE PHOTOS BUSINESS POLITICS VIDEOS
Roanoke County: "The World Is Not Your Ashtray"
Posted by [name] on Jan 7th, 2014 and filed under [tag]. You can follow any responses to this entry through the RSS 2.0. You can have a response or trackback to this entry.
Like You like this. Sign Up to see what your friends like.
From cigarette butts at local intersections to discarded trash strewn along roads, litter continues to be an issue in the Roanoke Valley. To raise awareness about this problem, Cave Spring Supervisor Charlotte Moore has led a new initiative to help combat littering in Roanoke County.
Beginning in January, drivers will see temporary road signs at major County intersections reminding everyone that "The World Is Not Your Ashtray," a clear reference to the growing number of cigarette butts appearing at intersections and road medians.
Along with the intersection signs, this new program will feature a local partnership with Lamar Advertising for billboard space and also include signage on County vehicles, including the County's fleet of trash collection trucks.
"Supervisor Moore's campaign against discarded cigarette butts is a great starting point for this program," Assistant County Administrator Richard Caywood said. "It's a visible problem that thousands of County motorists see every day. Our hope is that by raising awareness of this first issue, we can open everyone's eyes to the larger problem of litter in the County. We plan on bringing additional ideas to the Board of Supervisors in the future."
To support the launch of this new anti-littering campaign, Cave Spring Supervisor Moore and Virginia Senator Ralph Smith hosted local media at the Roanoke County Administration Center last Friday. Moore and Smith made remarks about the...
Roanoke County has...
Roanoke County...
WLSL10 WORKING TOGETHER, BRINGING YOU NEWS AND WEATHER, SO YOU CAN PLAN YOUR DAY...
Blue Ridge Travel "We Plan - You Play"
Call Joyce At 540-977-0505 For More Information www.blueridgetravel.com
ARCHIVES BY TAG: area AIMO bill turnover Blue Budget Business caption Cave Spring Cave Spring High School center city college Council course Day development Downtown Roanoke Draft Education event family half home House life line North Cross percent person Preacher's Corner region Ridge Roanoke City Roanoke City Council Roanoke county roanoke valley Saturday Spring state time University Valerie Garner way width year
Today's Deal: Roanoke Unlimited Fun-Center Attraction Pass for Two or Four at Hot \$...

WAVE 3 NEWS
Subscription Center: Manage Account | Sign Up
20203 Local Senior Living Guide Contests Focus on Health Listens Live! Home Connection
NEWS VIDEO WEATHER SPORTS TROUBLESHOOTER LIFESTYLE TV COMMUNITY ABOUT US DEALS
EP TO 70% off home decor LOVE Joss & Main SHOP NOW
Roanoke County looks to take anti-littering statewide
Posted: Feb 24, 2014 4:50 AM EST
Updated: Mar 17, 2014 4:55 AM EDT
By Aaron Martin, Anchor, Reporter - email
overstock.com Free Shipping Orders \$50 +
Madison Park Ella Curtain Panel
WNCN
HOME NEWS WEATHER VIDEO SPORTS PHOTOS WHAT'S ON ABOUT US
AdWords Certification
CLICK HERE for access to LEADING HEALTH EXPERTS in Central Carolina
WNCN SMART HEALTH
TODAY'S PETS brought to you by Riddle & Brantley ADOPT A DOG OR CAT TODAY!
Roanoke County supervisor is hoping to...
county is asking lawmakers in Richmond to...
SUCCESS WITH NEW CAMPAIGN
reinvested into future campaigns.
ep the (money) so that we can put that
-statewide(5/28/2014 9:49:17 AM)

WDBJ7.com FIRST ALERT WEATHER & TRAFFIC Mobile weather & traffic when you need it the most.
NEWS WEATHER SPORTS ENTERTAINMENT LIFE HEALTH VIDEO/PHOTOS ABOUT EVENTS SHOP
MUST SEE 7 ISS live video Prom pictures Father's Day St. Andrew's cam Yard Sales Coal Ash Coverage D-Day Remembrance
Home / News / Local News
Roanoke County begins anti-littering campaign
Specifically aimed at reducing cigarette butt pollution
David Kaplan, dkaplan@wdbj7.com
POSTED: 05:06 PM EST Jan 03, 2014 | UPDATED: 05:41 PM EST Jan 03, 2014
Anti-littering campaign in Roanoke County
ROANOKE CO., Va. - Leaders in Roanoke County are hoping you think twice before you litter.
MORE FROM WDBJ7.COM
Roanoke City Special steam freight locomotive to return to Roanoke
The \$7,500 ad campaign is aimed at all types of littering, but especially cigarette butts.
WDBJ7 at Ten with Melissa Gaona Watch Weeknights
WEATHER CURRENTLY 68° RADAR 7 Day Planner Traffic Alerts Closings
WHAT DO YOU THINK? In your opinion, who is the greatest movie mentor of all time?
100%

anti-littering
Roanoke County supervisor is hoping to...
county is asking lawmakers in Richmond to...
SUCCESS WITH NEW CAMPAIGN
reinvested into future campaigns.
ep the (money) so that we can put that
-statewide(5/28/2014 9:49:17 AM)