**ISRI 2013 Congressional Fly-In Media Toolkit for Members**

The attached media toolkit is available to assist in garnering positive media coverage for your business and the recycling industry centered on your visit to Washington, DC. It contains the following items:

* A media advisory for distribution prior to your Capitol Hill visits;
* A press release for distribution after your visits;
* Two sample op-eds for distribution after your visits; and
* Sample social media posts.

Each item is adaptable to meet your individual needs. Simply add your company logo or place each on your letterhead, and fill in the highlighted areas to customize. Areas marked in red contain special instructions (i.e. in the press release there is a quote for a meeting with a member of Congress who agrees with our positions and a quote for one who does not. You must select the appropriate quote and delete the other.) Make sure to delete the markings before submitting it to the media.

These items are only guidelines. Feel free to make any changes necessary to meet your needs.

The media advisory can be submitted anytime between now and the morning of the event. The press release and op-ed can be sent anytime following the event. Contact information for your local media should be listed on their websites under contact, newsroom, editorial staff, or something similar.

If you have any questions, please email Mark Carpenter, ISRI’s director of media relations and online communications, or call him at 202-662-8525.

**Media Advisory**

July XX, 2013

Contact: XXX-XXX-XXXX (XXXX@XXX.XXX)

**Local Businesses Go to Washington, DC**

**to Promote Value of Recycling**

**(YOUR CITY, STATE) –** On Tuesday, July 23, representatives from **INSERT COMPANY NAME(S)** will visit the U.S. Capitol to educate members of Congress on the important economic and environmental roles recycling has in the areas they represent. The scrap recyclers will specifically address the issues of preventing materials theft and promoting recycling exports.

The meetings are part of the Institute of Scrap Recycling Industries’ (ISRI) annual Congressional Fly-In program where recyclers from across the country will gather to discuss legislative priorities with their respective federal representatives. Scheduled visits include: **INSERT MEMBERS OF CONGRESS WITH WHOM YOU ARE SCHEDULED TO MEET**.

**What: Institute of Scrap Recycling Industries Congressional Fly-In Day**

**Who: INSERT INDIVIDUAL NAMES, COMPANY**

**NAMES**

**INSERT MEMBERS OF CONGRESS (I.E. CONGRESSMAN JOSEPH SMITH, SENATOR ROBERT SMITH)**

**WHEN: Tuesday, July 23, 2013**

**WHERE: U.S. Capitol**

 **Washington, DC**

**###**

***The Institute of Scrap Recycling Industries, Inc. (ISRI)*** *The Institute of Scrap Recycling Industries, Inc. (ISRI) is the Voice of the Recycling Industry™. ISRI represents more than 1,700 companies in 21 chapters nationwide that process, broker and industrially consume scrap commodities, including metals, paper, plastics, glass, rubber, electronics and textiles. With headquarters in Washington, DC, the Institute provides safety, education, advocacy, and compliance training, and promotes public awareness of the vital role recycling plays in the U.S. economy, global trade, the environment and sustainable development. For more information about ISRI, visit* [*www.ISRI.org*](http://www.ISRI.org)*.*

**FOR IMMEDIATE RELEASE**

July XX, 2013

Contact: XXX-XXX-XXXX (XXXX@XXX.XXX)

**Local Business Leaders Promote Recycling on Capitol Hill**

**(Your city, state) –** Representatives from YOUR COMPANY were on Capitol Hill earlier this week to meet with members of Congress, and promote the economic and environmental benefits of recycling. They joined with other recyclers from around the country taking part in the Institute of Scrap Recycling Industries’ (ISRI) Annual Congressional Fly-In Day to educate Congress on issues and initiatives of importance to the industry, including the education of schoolchildren on the science of recycling, the prevention of materials theft, and challenges and opportunities facing the fast growing electronics recycling sector. Meetings included those with the offices of Congressmen XXXX XXXX, and XXXXX XXXX, and Senator XXXX XXXXX [insert each of the Congressmen and Senators names whom you met with].

[USE THE FOLLOWING QUOTE IF CONGRESSMAN IS SUPPORTIVE OF ISSUES]

“We would like to thank Congressman/Senator XXXX XXXX for welcoming us to Washington,” said YOUR NAME, TITLE of/for ORGANIZATION. “He/She proved to be a strong supporter of the recycling industry, and the jobs and environmental benefits it provides to YOUR CITY/STATE. We look forward to continuing to work with Congressman/Senator XXXXX on encouraging science programs that teach recycling in local schools, deterring materials thefts threatening our community, and maintaining a strong global market for electronics recycling.”

 --- OR ---

[USE THE FOLLOWING QUOTE IF CONGRESSMAN DOES NOT SUPPORT ISSUES]

““We would like to thank Congressman/Senator XXXX XXXX for welcoming us to Washington,” said YOUR NAME, TITLE of/for ORGANIZATION. “While it is disappointing that we disagree on the best way to prevent materials thefts in our community, and the need to create American jobs through the global trade of electronics recycling, we look forward working with Congressman/Senator XXXX on areas in which we can find common ground.”

The recycling industry, one of the world’s first green professions, is a proven economic driver dedicated to transforming end-of-life products and industrial scrap into new commodity grade materials thereby reducing greenhouse gas emissions and preserving landfill space. More than 135 million metric tons of materials was processed by scrap recyclers in 2012. The industry is responsible for 462,780 direct and indirect jobs in the U.S. and generates more than $87 billion annually in economic activity.

“The recycling industry is committed to ensuring a better future for all,” said YOUR LAST NAME. “That is why we created a K-12 school curriculum aimed and helping teachers and students understand the importance of recycling, the science behind it, and getting youth interested in careers in the field. It is why we work hand-in-hand with law enforcement on a daily basis to prevent materials theft. It is why we are always looking to the future, to find better and more efficient ways to recycle.”

The recycling science curriculum was developed through a partnership with ISRI and JASON Learning and has the potential to reach millions of school students. For more information on the on the project, visit: <http://www.isri.org/ISRI/For_Educators.aspx>.

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**Sample Op-Ed One:**

**Recycling is Bigger than the Bin**

On July 23, scrap recyclers from across the country gathered in Washington, DC for the Institute of Scrap Recycling Industries (ISRI) annual Congressional Fly-In Day. We met with more than 100 members of Congress and their staffs to educate them on the many economic and environmental benefits that recycling offers. For most people, recycling simply represents the newspapers and plastic bottles they put in their curbside bins every week, but it is so much more.

In the last decade the term “green jobs” has become fashionable, but recycling, one of the first green industries, has been around for centuries. As a silversmith, Paul Revere advertised for scrap metal. Ben Franklin used recycled paper in his printing, and during the Revolutionary War, metals, paper, cloth, and other materials were collected and used in the war effort.

Today, recycling has grown into a major global industry, similar in size to the forest and fishing industries combined, or nearly all the nation’s professional sports teams. It uses advance technology to collect, separate, and sort materials from different types of metals to plastics and rubber. Within minutes a car can be shredded into metal pieces the size of a fist with the plastics, electrical components, fabric, and other materials all separated out.

More than 135 million metric tons of materials was recycled in 2012 – end-of-life, outdated products that were transformed into useful raw materials. Through recycling we are greatly reducing the amount of greenhouse emissions, a total estimated reduction in CO2 emissions from scrap recycling globally is approximately 500 million tons per year.

The scrap recycling industry is also a proven economic leader in the U.S. Through the purchasing, processing, and brokering of old materials to be manufactured into new products, 462,780 direct and indirect jobs are provided. These are good, solid jobs for American workers, with an average of $69,475 in wages and benefits. The industry also generates more than $87 billion in economic activity, including about $4 billion in state and local revenue, and another $6.3 billion in federal taxes. Scrap commodities are among the nation’s largest exports by value, amounting to 39 percent of the industry’s economic activity.

And recyclers have only reached the tip of the iceberg. We are continually developing new technology that makes it easier to separate and sort materials. Scrap recycling is a growing industry, and as America continues to consume more, recyclers will be right there to sort, separate, and process materials that have reached the end of their lives once again turning them into useful raw materials.

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**Sample Op-Ed Two:**

**Putting an End to Metals Theft in our Community**

On July 23, scrap recyclers from across the country gathered in Washington, DC for the Institute of Scrap Recycling Industries (ISRI) annual Congressional Fly-In Day. We met with more than 100 members of Congress and their staffs to discuss the growing epidemic of metals theft in our community and across the country. As an industry, we are committed to working closely with law enforcement to prevent materials theft, and catch, prosecute, and penalize perpetrators when it does occur.

Scrap processors have worked aggressively to help craft strict metal theft prevention laws in nearly every state that include recordkeeping requirements, specified payment methods, and proof or documentation of ownership. Scrap yards have formed partnerships with law enforcement to catch thieves when crimes occur, and as an industry we have established a theft alert system making it more difficult for thieves to sell stolen property.

ScrapTheftAlert.com is a free tool for law enforcement that allows police to alert the scrap industry of significant thefts of materials in the United States and Canada. Upon validation and review, alerts are broadcast by email to all subscribed users within a 100 mile radius of where the incident occurred. There are more than 16,500 registered users of the service, including more than 6,600 law enforcement officers from federal, state, local, and military police departments. Since 2008, more than 11,597 alerts have been issued through the system. Since 2011, ScrapTheftAlert.com has led to 162 known successful outcomes, 238 arrests or warrants issued, and more than $1.3 million in recovered property.

While there have been many efforts made to reduce metals theft, unfortunately one area that is lacking is the enforcement of current laws and prosecution. Now Congress wants to get involved. Yet federal metal theft legislation (S.394/HR 867) does nothing to address this real problem and instead merely duplicates the requirements already in force in 49 states and creates confusion about enforcement authority.

The current federal legislation provides no incentives to increase enforcement and prosecution. Moreover, if state and local prosecutors are unable to enforce metal theft crimes currently, the likelihood that federal prosecutors will make these crimes a priority and enforce them is even more remote.

Furthermore, every state but Alaska has passed at least one law to address metals theft by taking into account the specific geographical, commercial, and cultural circumstances within their borders. The federal legislation attempts to use a one-size-fits-all approach that no doubt will be detrimental to some states.

Finally, the federal legislation does not clear up the many differences between the state laws. In fact, it is unclear in most instances whether or not the state or federal law applies. If enacted, the confusion caused by this bill may only be settled through litigation.

Metals theft is a serious problem, damaging personal property and causing disruptions in public infrastructure systems. This serious problem warrants a serious solution. Recyclers strongly support strict state laws that address scrap metal transactions but we – our industry and the communities we live in - also desperately need effective prosecution in order to truly defeat and deter metals thieves.

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**Sample Social Media for Fly-In**

Please use the following hashtag to identify the Fly-In: #ISRIFlyIn

**Twitter**

Almost every single member of Congress has a Twitter handle. It is recommended that you look up the handles of the members you will be meeting with in advance and include them in your tweets. Please use the following hashtag to identify the Fly-In: #ISRIFlyIn

* Headed to Capitol Hill to talk #recycling with INSERT MEMBER OF CONGRESS #ISRIFlyIn
* Looking forward to discussing how to prevent metals theft with INSERT MEMBER OF CONGRESS #ISRIFlyIn
* About to discuss electronics #recycling with INSERT MEMBER OF CONGRESS as part of the #ISRIFlyIn
* Gathered with 100 recyclers from around the country to talk #recycling on Capitol Hill at #ISRIFlyIn
* Great meeting with INSERT MEMBER OF CONGRESS discussing the importance of #recycling #ISRIFlyIn
* Thank you INSERT MEMBER OF CONGRESS for supporting the #recycling industry! #ISRIFlyIn
* Great day working with INSERT MEMBER OF CONGRESS on preventing metals theft in the community #ISRIFlyIn
* Just met with INSERT MEMBER OF CONGRESS who supports growing #electronics #recycling sector #ISRIFlyIn

**Facebook**

Often members of Congress will have their picture taken with constituents which are great to post on Facebook. Many also include articles in their regular e-newsletters which often can be shared on Facebook.

* We are headed to Washington, DC to meeting with our Congressional delegation as part of ISRI’s Annual Fly-In day. Top issues to discuss include teaching the science of recycling in schools, how to prevent metals theft, and electronics recycling. We are looking forward to some productive meetings at #ISRIFlyIn.
* Thank you to our Congressional leaders and their staffs for meeting with us on Capitol Hill to discuss the importance of recycling in our community. We discussed how the recycling industry is responsible for nearly half a million jobs and contributes nearly $90 billion to the economy, while reducing greenhouse emissions. They were very supportive of our efforts as part of ISRI’s annual Fly-In. #ISRIFlyIn
* Just met with INSERT MEMBER OF CONGRESS on Capitol Hill and would like to thank him/her for their strong support of the recycling industry our efforts to prevent metals theft through strict enforcement. We look forward to working with him/her in the future on this and other issues.
* [The following is for meetings where the member may not be in support of ISRI’s positions] Thank you to INSERT MEMBER OF CONGRESS for taking the time to meet with us in Washington. While we hope that he/she reconsiders his/her position on electronics recycling we looking forward to continuing the conversation. #ISRIFlyIn