

Public Relations Project

"IF YOU'RE GOING TO DO SOMETHING,
MAKE IT MATTER"



Hartland High School DECA

Hartland High School

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February 13, 2015

Table of Contents

I. EXECUTIVE SUMMARY	1
II. CAMPAIGN THEME OR FOCUS.....	2
<i>A. Statement and description of the issue to be addressed.....</i>	<i>2</i>
<i>B. Rationale for selecting the issue.....</i>	<i>5</i>
<i>C. Description of the target population.....</i>	<i>6</i>
III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES.....	9
<i>A. Local print and broadcast media available.....</i>	<i>9</i>
<i>B. Other possible promotional activities.....</i>	<i>10</i>
<i>C. Media mix and rationale for media and other promotional activities... </i>	<i>11</i>
IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION.....	14
<i>A. Organizational chart, member involvement and job description.....</i>	<i>14</i>
<i>B. Description of the campaign and documentation.....</i>	<i>16</i>
<i>C. Estimated impact on the target population.....</i>	<i>17</i>
V. EVALUATION AND RECOMMENDATIONS.....	19
<i>A. Evaluation of the process.....</i>	<i>19</i>
<i>B. Recommendations for future campaigns.....</i>	<i>19</i>
VI. BIBLIOGRAPHY.....	21
VII. APPENDIX.....	22

I. EXECUTIVE SUMMARY

The condition of the Earth is becoming a growing concern for people worldwide. Locally, the condition of the Great Lakes has declined through habitat loss and chemical pollutants, raising awareness and catching the attention of the 2014-2015 Hartland DECA chapter. Our chapter has teamed up with Hewlett-Packard, a hugely recognized technology brand that is produced, purchased, and appreciated worldwide. The result was the “3R Campaign,” a mission to relieve the Earth of electronic waste (“e-waste”), one computer at a time. In time, this campaign can grow and expand, leading to a wider public awareness of environmental issues.

Campaign Objectives

- Educate the public and widen awareness of environmental struggles
- Encourage recycling of electronic materials
- Lessen the amount of toxic e-waste in landfills
- Strengthen community ties and promote environmentally healthy choices within residential areas
- Ultimately raise money to equip schools with solar panels and help preserve the Great Lakes

Target Market

The 3R Campaign mainly targeted college students between the ages of 18-24, primarily enrolled in the universities surrounding the Ann Arbor area, mainly the University of Michigan and Washtenaw Community College. The secondary target market was middle-class families with parents ages 35-45.

Campaign Execution

The 3R Campaign finally kicked off on a mission to help the Earth. Through promotional activities as well as specialty items, the word spread around quickly and the campaign became well known. The “3R” stands for Reuse, Recycle, Rewards, and the simplicity of the title expresses the simplicity of participation in the campaign. Our goal was to make the process as accessible as possible to the public, as well as an enjoyable and rewarding experience.

Specialty Items – The Hartland DECA Chapter designed and produced a number of promotional t-shirts. They were stamped with the 3R Campaign logo as well as the slogan and a web address for reference. These items helped to promote the campaign as well as raise money for expansion.

Radio/Newspaper Media – We teamed up with local radio stations and newspapers in the 3R Campaign area (Ann Arbor) such as 88.3 FM, 107.1 FM, and the Michigan Daily. These businesses helped to spread the word on the campaign as well as provided information to improve 3R.

Posters and Advertisement – The web design and advertising teams for the 3R Campaign worked together to produce a logo and slogan as well as multiple flier designs to put up around the 3R area.

Evaluation and Recommendations

The 3R Campaign, while still in motion, is growing and expanding with the help of the aspects listed above. The campaign both raised awareness for the cause and collected valuable research data for the future. It reached all throughout the targeted Ann Arbor, namely the campuses of the University of Michigan and Washtenaw Community College. The campaign would not have been successful without hard work, a strong team dynamic, and flexibility, but we recommend that future campaigns emphasize time management and invest in the project wholeheartedly.

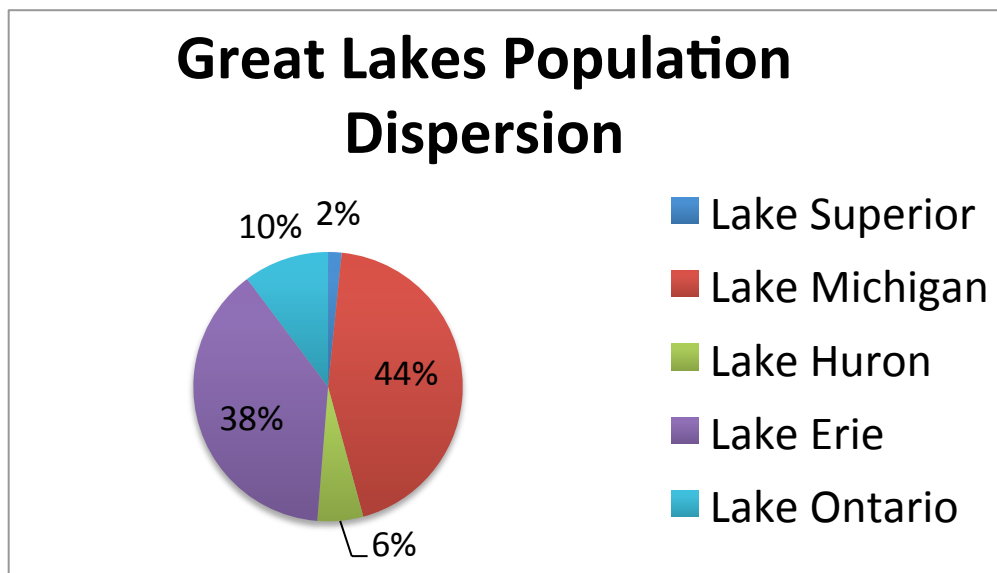
II. CAMPAIGN THEME OR FOCUS

A. Statement and description of the issue to be addressed

The condition of the Earth is declining drastically, do to factors such as air pollution, over consumption of waste, and disruption of ecosystems and while many companies and businesses choose to ignore the problem at hand, the Hartland DECA chapter has teamed up with Hewlett-Packard, a multi-million dollar technology company, to address this situation directly. In order to preserve the Great Lakes, that surround the state of Michigan. Hewlett-Packard has agreed to team up with a local recycling business, Recycle Ann Arbor, to give consumers the opportunity to recycle their old computers. In return, HP will give a \$25 voucher to each recycling household and also donate \$25 to Environment Michigan to protect the Great Lakes.

The Great Lakes are one of the largest freshwater sources on Earth, seconded only by the polar ice caps. However, they consist of more than just the stunning main lakes. Wetlands, shorelines, and tributaries all work together to make up the Great Lakes ecosystem. However, this ecosystem is threatened by many factors such as habit degradation, dams and barriers, invasive species, land development, hydrological alteration, and artificially altered base flows and water temperatures. The Great Lakes Basin has over 170,000 dams and barriers, all of which create impoundments and alter the flow of the water, increasing the temperature and enabling the establishment of invasive species. The Lakes also consist of more than 10,000 miles of shoreline, which support endangered species as well as the economies of thousands coastal communities. Shorelines are the main tourist magnet to the Lakes, so the threats to biological diversity and wildlife threaten the communities as well.

The hazards that jeopardize the Lakes also jeopardize the human residents of the basin. Wetlands and tributaries are essential to water purification and flood reduction, and the lakes and shores are the settings of recreational activities enjoyed by lakegoers. Sadly, the basin has lost more than 50% of its wetlands, and up to 95% in some areas. The degeneration of these habitats could mean less clean water, increased flooding, decreased tourist traffic, weakening of the fish industry and coastal community economies, loss of recreational opportunities around the lakes, and depletion of the “unique beauty and recreational values that have made them major economic drivers for communities across the basin”(Sustain Our Great Lakes). The 3R Campaign is driven to eliminate these factors and to support local communities by doing so.



The objectives of the campaign are as follow:

- Educate the community about the degradation of the Great Lakes
- Minimize the damaging causes to this degradation
- Encourage the community to recycle old computers

- To support environmental health across the state

In order to educate the community about the condition of the Great Lakes, HP has designed several campaign posters to inform the public, all with a link to their home page, which will include an overview of the project. HP will also reach out to the participating communities through social media sites such as Facebook, Twitter, and Instagram. Through expanding this campaign, larger groups of people will become aware of not only the 3R Campaign but also the issue at hand.

The 3R Campaign will minimize electronic waste in landfills by ensuring that the majority of old computers are recycled. Electronic waste is one of the most harmful types of garbage to sit in landfills, and over 4.2 million tons of it is thrown away each year. The chemicals and toxins from the so-called “e-waste” leach into both the air and the land, effecting the atmosphere and surrounding air as well as the soil and groundwater. It is devastatingly important to minimize this type of hazardous waste, so the 3R Campaign is stepping up to the plate.

To encourage the community to participate in the 3R Campaign, each computer or laptop recycled will come with compensation from HP. Every household that donates a computer or laptop will receive \$25 gift card towards their next HP product and a free hard drive wipe. HP will also donate \$25 to Environmental Michigan to help contribute to their current projects, such as building forests to prevent oil fracking in the Great Lakes and putting up solar panels at school campuses in Michigan.

B. Rationale for selecting the issue

The rationale for Hartland DECA selecting the issue of recycling old computers and old tablets is based on 3 reasons.

Reason 1: Support preservation of the Great Lakes. These lakes are crucial to the environment and economy of the state of Michigan, so they are highly important to maintain. The improved condition of these lakes could mean cleaner drinking water, more recreational opportunities, increased tourism, and reduced floods. One third of all registered boaters in the U.S. reside in the Great Lakes Basin, and tourism is a multi-billion dollar industry in the state (Great Lakes Environmental Research Laboratory). However, the lakes are extremely vulnerable to pollution and a new invasive species is discovered on average every 28 weeks (National Wildlife Federation). The health of this large ecosystem is also important to the future generations of Michigan, so they can live in a healthier state with a healthier state of mind.

Reason 2: Decrease the amount electronic waste. Recycling computers will eliminate pollution and electronic waste in landfills. The US Environmental Protection Agency (EPA) estimates that three quarters of old computers are thrown away in landfills and then shipped to landfills in third world countries. The EPA also gathered data stating over 4.6 million tons of electronic waste was in landfills in the United States in 2000. The toxic chemicals in electronics can filter into the ground over time and be released into the atmosphere, creating pollution and working against any preservation efforts. If people recycled their old computers rather than throwing them away, the pollution would decrease.

Reason 3: Encourage the community to recycle old computers. It doesn't matter if a person's computer is an HP computer or another brand. HP strongly encourages people to recycle old computers all makes and models. In 2010 researchers gathered that 71.1 million new laptops and desktop computers were bought in the U.S. The same year consumers threw away 423,000 tons of computers. Of the 423,000 tons of computers being thrown away, only 40% of those computers were recycled. The other 60% of those computers ended up in landfills; polluting the environment.

Hartland DECA strongly believes that people should become more aware of what is happening in landfill in the US and all over the world. Recycling old computers will not solve all of the environmental problems, but it is a great start.

C. Description of the Target Population

The main target market for the Hewlett-Packard 3R Campaign is college students age 18-26 and middle class urban families. 95% of college students who attend a four year university have a personal computer according to Pew Search Statistics. HP is one of the most popular choices for these students because of the practical price and durability. The ongoing competition between Apple and HP for the loyalty of college students has put Hewlett-Packard in the spotlight numerous times. The popularity (bridging on necessity) of computers with college students, it can also be expected that much of the waste produced by students is electronic.

The School and Work Enrollments Census Bureau states that about 80% of college students work. They work minimum wage jobs to get by and to pay off their student loans; there is not a lot of extra money to spend on new technology and other assets. The extra \$25

in rewards from the 3R Campaign will help students to replace their old computers with new ones, benefitting their studies and their wallets. This will also help increase the popularity of HP computers with college students, by promoting the company throughout participating campuses.

College students are an excellent target market because of their existing loyalty to the Hewlett-Packard brand and their desire for extra cash or a new computer. They also have easy access to the campaign due to their extensive use of social media. The 3R Campaign will spread almost effortlessly through participating campuses. Many colleges have various types of recycling drop off locations around campus. The recycling drop off stations include recycling batteries, beverage containers, pens, pencils, and other school supplies. The University of Michigan and Washtenaw community college do not offer computer recycling drop off stations. This may limit a college students' opportunity to consider recycling their old computer.

The average middle class household has roughly five internet connected devices. These all range from old to new, practical to fancy, smartphones to PCs. The average household in America has about four people. This means that on average, there are more connected devices than people in a household. Less than a third of all electronic waste is ever recycled, and it ends up in landfills nationwide. Many garbage disposal businesses also recycle, and these businesses are especially popular throughout suburbs and urban areas, this type of recycling is known as curb side recycling. According to EPA 9,000 family neighborhoods in the U.S. participate in curbside recycling. Therefore, families are already recycling their plastic, aluminum, and paper goods. The concept of recycling electronics and receiving a \$25 reward should become popular quickly throughout these areas.

These households are a very reachable target market. The children and teens in the families are connected to social media, and can become aware of the campaign through sites like Facebook, Twitter, and Instagram. The parents in the families likely read the newspaper on their mobile device or watch the local news on the television. They also converse with the other parents and adults in the area, allowing the new of the campaign to be spread both by media and word of mouth to adults. These are the families who are also most likely to have an HP computer. The practical pricing and durability make it an excellent choice over the more expensive, trendy brands like Apple. Having a majority of HP users in a target market like this one makes middle class American families the perfect choice.

III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES

A. Local print and broadcast media

Hartland DECA wanted the media mix of the 3R Campaign to reach as much of the target market as possible. The target market for the campaign is college students and families. In order to get the message out to the selected target market, Hartland DECA has chosen the most reliable and effective ways to reach its market.

Newspaper Media While college students tend to stray away from the print, most local press is now available not only in paper form but also online and on tablets. The web and the newspaper have meshed together to create an excellent opportunity for local advertising and community outreach. The Michigan Daily is the University of Michigan's campus newspaper, and the Ann Arbor journal is a paper for both Ann Arbor and Ypsilanti, an area populated with about 136,000 people.

Radio Broadcasting As TV commercials become less popular and less people pay attention to internet ads, radio broadcasting shines as an advertising star. Consistently bringing in listeners for over 80 years. FM radio is a local and reliable means to spread a message to a targeted group of people. Commercials played on FM radio are likely more relevant to listeners and stations like 107.1 Ann Arbor and 88.3 WCBN, the University of Michigan's campus radio are the closest and most relevant to the target market.

**The
Michigan Daily**

B. Other Promotional activities

Web Media The popularity of the internet has increased drastically over the last couple years. Web media is a popular and effective form of media. The Hartland DECA members will develop a website for the campaign. The DECA chapter will create the website using a free program called Moonfruit. Moonfruit allows people to build and design a website of their choice at no cost. The website will inform people about the campaign and the goals it hopes to accomplish. It will interest people with its fantastic design and information about the campaign and building an eco-friendly environment that will be promoted on t-shirts and posters.

Social Networking Media Social networking has become the most popular form of communication. Many businesses use social media to get the word out to its customers. The 3R Campaign will reach out to their target market using social media forms such as Facebook, Twitter, and Instagram. Together these social media websites have an average of 210 million monthly users. Promoting the campaign on these forms of social media will advance the campaign's message and the message will reach more people.

Event Media Hosting an event will encourage people to become interested in the campaign. HP will inform individuals what the campaign's goal is. During the event there will be direct communication from HP to the people such a conversation about what the 3R Campaign is and what the campaign does to help the environment. A college wide event and a national

online conference will be great opportunities to get individuals informed about the 3R Campaign.

Specialty Advertising Specialty advertising is becoming a well-known form for spreading the message to the market. This type of media consists of tangible objects with a message on the object such as t-shirts, lanyards, and rubber bracelets.

C. Media mix and rationale for media and other promotional activities

Hartland DECA selected the media channels listed above considering price efficiency, effectiveness, and the overall application of the media to the 3R Campaign. Each of the selected media is applicable and easily received by the audience, maximizing the positive effects of the advertisements.

Local Print and Broadcast Media

<u>Selected Media</u>	<u>Rationale</u>
<p><u>Radio</u> (88.3, University of Michigan campus radio, 107.1 Ann Arbor)</p>	<p>Using radio stations that are targeted at college campuses is an efficient way to reach the target market. College students regularly tune into radio as it is free and always available. Locally promoted advertisement is a popular market for radio broadcasters, and the partnerships with local recycling businesses will bring customers to them as well. Radio is the one of the chief activities that the campaign will focus on, and will be roughly 40% of the promotions.</p>
<p><u>Newspaper</u> (Michigan Daily, Ann Arbor Journal)</p>	<p>Although the paper version of most newspapers is fading out of popularity, newspapers like the ones selected are available online at no cost to the reader. Creating an advertisement in the newspaper is cost-efficient and a tried-and-true method of advertising. Both paper and online newspapers have their own benefits for advertisers, making this media an excellent choice. The campaign will utilize newspaper as about 20% of the promotional activity.</p>
<p><u>Poster Media</u></p>	<p>Spreading conventional posters is not the most eco-friendly mode of advertisement. To improvise this, we decided to use 50% recycled paper to print the posters on. Posters have long been the go-to for spreading a message on any scale, large or small. Efficient, eye-catching, and public, posters can be spread in an area where the target market is most concentrated (like college campuses) and in the surrounding metropolitan areas. Poster media will be the main focus of the campaign's promotional activities, and will be about 40% of the promotions.</p>

Other Possible Promotional Activities

<u>Selected Activity</u>	<u>Rationale</u>
Web Media	Many people use the internet to stay informed about what is happening around them. 3R Campaign's target market is computer users. Therefore, this form of media is a great way to notify the market about the campaign.
Social Networking Media	Social networking sites such as Facebook, Twitter, and Instagram are the most used forms of social media for the 3R Campaign's target market. Facebook has roughly 250 million monthly users, Twitter has about 232 million monthly users, and Instagram has around 150 million users. Using these networking sites will definitely get the message about the campaign to the public.
Event Media	Organizing an event will inform the public about the campaign in person rather than the advertising for the campaign consist of intangible activities. The event will help the public understand the campaign better and ask question about it besides not being able to address its concern on the internet.
Specialty Advertising	Specialty advertising is a fun way to advertise other than posters and social media. T-shirts can inform someone who has never heard about the campaign. For example a person who in unaware of the campaign may see someone who is wearing a 3R Campaign T-shirt; he or she may become interested in the campaign and want to learn more about it.

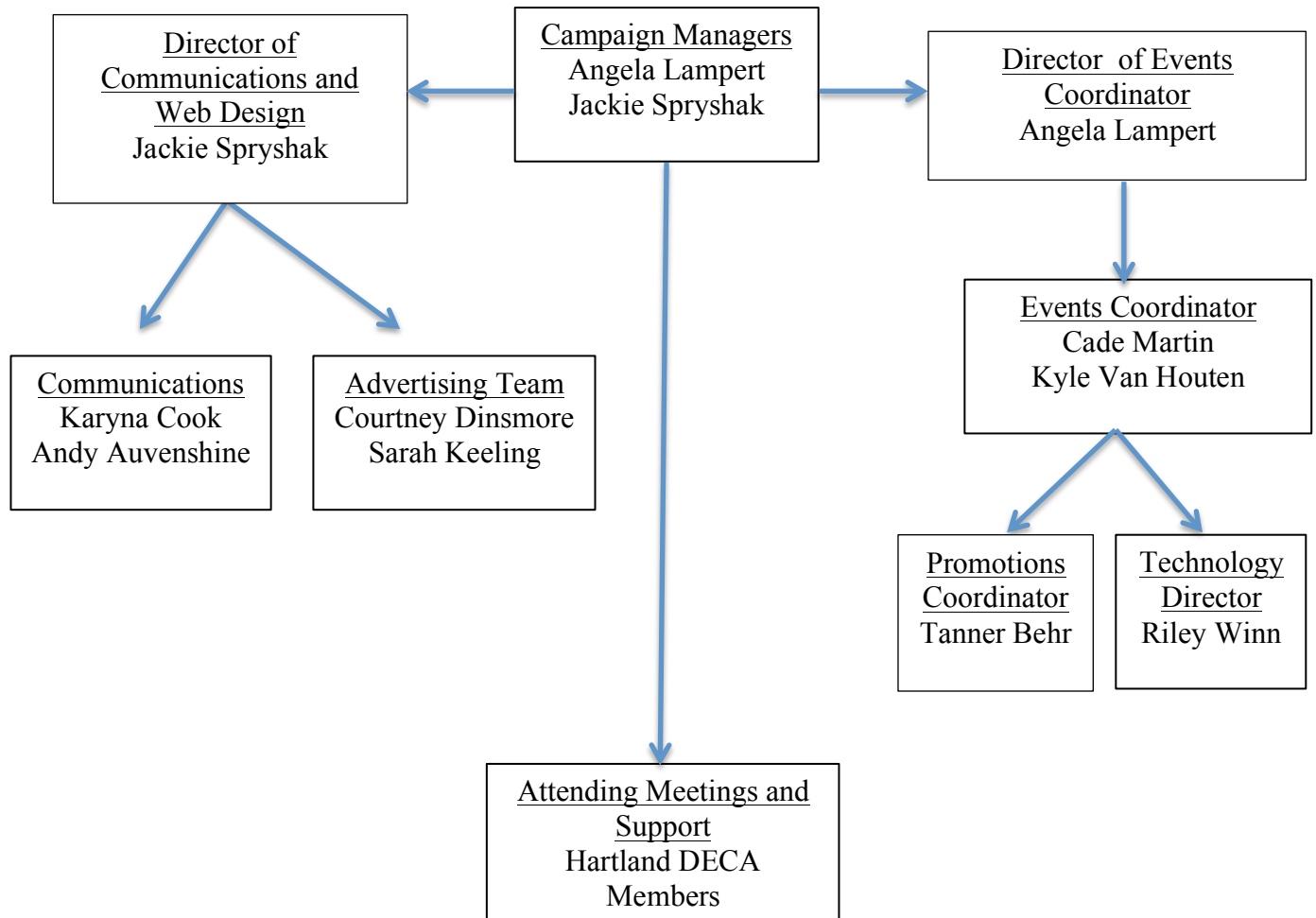
IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description

The most important factor for a campaign to be successful is a strong team dynamic.

The following members of the Hartland DECA chapter, listed below, have been carefully selected and have agreed to carry out their responsibilities to make the 3R Campaign successful.

3R Campaign



Campaign Manager- The campaign manager is in charge of all aspects of the campaign, including hiring management/staff and coordinating the event. The campaign manager for the 3R Campaign hired workers involved in the campaign and coordinated the whole event. The campaign manager contacted all the companies and universities involved with the 3R Campaign to make it successful. The companies and universities involved in the campaign are HP (Hewlett-Packard) Company, Environmental Michigan, Recycle Ann Arbor, 107.1 FM, 88.3 FM, Michigan Daily Newspaper, Ann Arbor Journal, University of Michigan, and Washtenaw Community College.

Communications- The director of communications and communications is responsible for the campaign's relationship with all forms of media. The communications of the 3R Campaign built relationships with the press and social media sites to spread the message of the campaign to as many people as possible.

Web Design- The web design coordinator is responsible for creating all the campaign logos that are used for campaign advertising and campaign awareness. The 3R Campaign's web design coordinator created the logo for the campaign and other web designs for the campaign.

Advertising- The advertising team is in charge of creating advertisements for the campaign. The 3R Campaign's advertising team was responsible for making a campaign website, making social media pages, getting campaign advertised in newspapers and radio stations, and specialty advertising such as t-shirts.

Events Coordinator- The director of events coordinator and events coordinator is in charge of scheduling all events and activities that will take place during the campaign. The events coordinator of 3R Campaign schedule all recycling presentations, promotional activities, and technology recycling events.

Promotions Coordinator- The promotions coordinator is responsible for gathering information for possible promotional activities and to prepare people for presentation, activities to happen during the campaign. 3R Campaign's promotions coordinator made sure people receive a \$25 voucher for a new HP computer for recycling their old computers. The coordinator also made sure the people understood the main idea of the campaign and answered any questions people may have about the recycling aspect of the campaign.

Technology Director- The technology director is in charge of all of the technology at the campaign such as computers, laptops, and other technological devices. 3R Campaign's technology director was responsible for the recycling all technological devices. The director made sure the peoples' devices were properly put in the right groups for recycling.

B. Description of the Campaign and Documentation

Unfortunately the 3R Campaign has not been carried out yet, but it is in the works. Hartland DECA would like to host multiple events for the campaign to further publicize it. In order to further publicize the campaign and spread awareness for recycling old technology and the dangers of electronic waste Hartland DECA created several events to make that happen. These events include radio interviews, recycling awareness events, and sponsored community projects.

<p><u>Specialty Advertising</u> The Hartland DECA Chapter’s Advertising team designed numerous specialty items beginning with a campaign logo and expanding into novelties like t-shirts to be given out at community events.</p>	
<p><u>Local Broadcast Media</u> The Communications and Advertising team will work together to get the 3R Campaign featured on local broadcast radio station.</p>	
<p><u>Poster Media</u> The Advertising and Web Design teams paired up to create multiple posters to be put up all over the participating cities, to generate interest and awareness.</p>	
<p><u>Print Media</u> The Advertising team contacted The Michigan Daily newspaper so that the 3R Campaign can be featured in it. This will help spread awareness of the campaign throughout the target area.</p>	

C. Estimated Impact on the Target Population

Potential participants in a local area close to the 3R communities were asked to fill out a survey over the course of one week. This survey helped the Hartland DECA chapter to determine the size, age, awareness, and general condition of the target market. 62 people were surveyed.

- Roughly 40% of those surveyed were over the age of 36, 50% were ages 14-19, and 6% were ages 20-35.

- 6% of those surveyed did not participate in any type of recycling.
- 70% of those who did recycle did not recycle electronics.
- 16% were not aware that recycling electronics was an option.
- 96% are concerned about the current condition of the environment.
- 90% are already active or very active in preserving and protecting the environment.
- 94% currently have or have had an HP product in the past.

The media and promotional events that Hartland DECA chose to carry out the 3R Campaign will reach the target market in the most effective and efficient way possible. The campaign staff put a lot of excellent work into gathering information and planning the campaign so it can be carried out in the near future. The goal of the 3R Campaign is inform people about the dangers of electronic waste and in the years to come. 3R Campaign would like to encourage people to recycle their old technology instead of letting it sit around and being thrown away in the garbage sitting in a landfill. Recycling old technology will help reduce electronic waste in the world.

V. EVALUATION AND RECOMMENDATIONS

A. Evaluation of the Process

The 3R Campaign is a work in progress. The team unfortunately did not make contact with companies soon enough, and fell behind in the campaign. However, the word “progress” is key, since Hartland DECA is working feverously to continue the campaign and follow all the way through. Overall, poor planning and communications set the campaign back. Even so, these obstacles are only something to overcome, and plans to carry out the campaign have not faltered. The chance to make a change, even just in the state, is a huge opportunity that will not pass by.

B. Recommendations for Future Campaigns

The HP 3R Campaign has certainly met obstacles on the way to success. However, these difficulties only serve as lessons that the 3R Campaign, the Hartland DECA chapter, and future campaigns can learn and improve from. Based off of these issues, the Hartland DECA chapter has made recommendations and suggestions for future campaigns to help them fulfill their maximum potential.

1. Improve communications within the team

- Set clear goals and objectives for the project to be carried out.
- Use timelines with starting points and goals, to keep the team focused and motivated.
- Make sure team dynamic is smooth and works well together.

2. Conduct thorough research

- Contact companies involved in the project as soon as possible.
- Construct focus groups and polls to identify target market and campaign possibilities.
- Stay involved in the project in order to identify opportunities and potential for the campaign.

2. Take advantage of information gathered about the campaign

- Identify strengths, weaknesses, opportunities, and threats, and use this information to your advantage
- Keep the campaign information well organized and accessible
- Gather as much information as possible to get to know the target market, assets, and even the future and potential of the campaign

Utilizing these suggestions will improve the quality and potential of a campaign, however the greatest recommendation that the Hartland DECA chapter can make is to keep the goal in sight and to follow through. Future campaigns should believe in the cause of their campaign and stay motivated and optimistic, no matter how many obstacles they have to overcome. It is also hugely important to remember that every chance to improve their campaign, no matter big or small, is a chance to change the world.



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VII. APPENDIX

Public Relations Project Survey: HP "3R" Campaign

Do you currently or have you ever owned an HP computer or tech product? *

- Yes
- No

What is your opinion on the condition of the environment?

- I am not concerned with the condition of the environment
- It definitely needs some help
- Something needs to be done immediately to help the environment

Are you aware that there is an option for recycling old electronics?

- Yes
- No

Do you currently participate in any type of recycling? *

- Yes, but not electronics
- Yes, including electronics
- No

What is your age?

- 14-19
- 20-35
- 36+

Have you thrown out a computer, phone, laptop, tablet, etc., in the past 6 months?

- Yes
- No

How active is your role in preserving/protecting the environment?

- Very active
 - Somewhat active
 - Not active
-

Focus Group Questions
Conducted 11 Nov. 2014

College Students

- Do you feel that recycling is helpful to the environment?
- Do you have a very limited budget?
- Do you currently have a computer/laptop/tablet? If so, are you satisfied with it or is it old and run down?
- Have you ever recycled electronics?
- Would you recycle a computer/laptop/tablet for a \$50 reward?
- Would you feel comfortable involving your peers in the 3R Campaign?
- How do you feel about the current condition of the environment?
- What is your current level of involvement in helping the environment? Could you become more/less involved based on your living circumstances?
- Do you work full time as a student?
- Do you receive financial support from your parents?
- How do you feel about the HP brand? Has your opinion changed since the 3R Campaign?

Middle Age/Families

- Do you encourage your family to recycle?
- How many computers/laptops/tablets are in your home? How many are HP products?
- Is your family active in helping the environment?
- How many incomes in your household? Do you live on a budget?
- Does your family recycle electronics?
- How concerned are you about the current condition of the environment?
- Would you be more willing to recycle for a \$50 reward?
- What is your opinion of the HP brand? Has your opinion changed since the 3R Campaign?
- Are you comfortable being involved in an environmental campaign?
- Would you be willing to involve your family/neighbors in the campaign?