

REI Outreach Matrix

REI Promotional Activities	Key Audiences						
	State EDAs	Elected Officials	Investment Community	State Trade Associations	SROs	Media	General Public
Short-Term Promotional Activities							
Add materials to existing Web sites	•	•	•	•	•	•	•
Celebrate America Recycles Day	•	•		•	•	•	•
Hold a state/local press event	•	•		•	•	•	
Issue a statewide press release	•	•		•	•	•	
Write a newspaper op-ed	•	•		•	•	•	
Provide briefings or testimony	•	•	•	•	•		
Recognize “sustainable workers”	•	•		•	•		•
Link REI data to state’s economy	•		•			•	
Long-Term Promotional Activities							
Speak at key conferences	•	•	•	•	•		
Place articles on REI results	•	•				•	•
Write case studies/success stories	•			•	•		
Host a Labor Day event	•	•				•	•
Create exhibit/table top/signage	•		•	•	•		•
Partner with local banks/voc ed	•		•				•
Develop an awards program	•		•	•	•		
Do public service announcement	•			•	•	•	•