*SAMPLE DISPOSAL BAN RADIO PUBLIC SERVICE ANNOUNCEMENTS*

*Usually, your PSA should be double-spaced and in capital letters, 12 point type.*
*The most likely time lengths and the corresponding number of words are 10 Seconds—25 Words; 30 Seconds—75 Words; 60 Seconds—150 Words. Use short, upbeat sentences and a conversational tone.*

10 seconds:

What do plastic bottles, motor oil filters and wooden pallets have in common? They are all banned from North Carolina landfills starting October 1. Get the full details at p, the number 2, pays dot org (p2pays.org).

Bottles and cans are banned! In October, plastic bottles join aluminum cans on the landfill ban disposal list. Learn more at p, the number 2, pays dot org (p2pays.org).

30 seconds:

The North Carolina Division of Pollution Prevention and Environmental Assistance would like to remind you that starting October 1, 2009 plastic bottles will join a growing list of items banned from landfills and transfer stations. Recycle your plastic bottles instead. To see the full list of banned materials, please visit p, the number 2, pays dot org (p2pays.org).

Did you know that plastic bottles will soon be banned from North Carolina landfills? Starting October 1, plastic bottles join a growing list of banned items, including aluminum cans, which are not allowed in North Carolina landfills and transfer stations. Visit p, the number 2, pays dot org (p2pays.org) for more information. Bottles are a resource, not a waste.

Before you throw that plastic bottle away, stop! Starting in October, plastic bottles are banned from North Carolina landfills and transfer stations. Aluminum cans are also banned from disposal. Don't make your trash can an accomplice. Recycle today! Visit p, the number 2, pays dot org (p2pays.org) for a list of all banned items.

Did you know that aluminum cans have been banned from North Carolina landfills for the past 15 years? In October, plastic bottles will also be banned from disposal. Renew your recycling efforts. Recycle your bottles and cans today. For more information about N.C. landfill bans, please visit p, the number 2, pays dot org (p2pays.org).

60 seconds:

Have you ever wondered what happens to that plastic bottle after you put it in a recycling bin? The bottle travels to a materials recovery facility where it is sorted from other recyclables. The baled plastic bottles are then sent to a facility that washes and then shreds the bottles into plastic bits called "flake." Another company then remolds the flake into new bottles. The new bottles are sent to a beverage bottling company that fills the bottles and distributes them to stores, where they can be bought and recycled again. Do your part of the recycling cycle: put your plastic bottles in recycling bins. And remember, plastic bottles are banned from North Carolina landfills starting October 1! Visit R E 3 dot org (RE3.org) for more details.

Did you know the average North Carolinian recycles only 72 plastic bottles each year? Did you also know that more than 2.4 billion plastic bottles are dumped in North Carolina landfills annually? Plastic bottles are now banned from disposal in any North Carolina landfill. This ban supports the recycling industry, which provides more than 14,000 jobs in North Carolina. Support your fellow Tar Heels. Call your local recycling coordinator today to find out about your community's plastic bottle recycling program. For more information about the landfill bans, visit p, the number 2, pays dot org (p2pays.org).