



EARNED MEDIA REPORT



MICHIGAN DEPARTMENT OF ENVIRONMENT, GREAT LAKES, AND ENERGY



The Michigan Department of Environment, Great Lakes, and Energy successfully celebrated what arguably may be considered one of the greatest news conferences in the department’s history on April 19 by announcing the launch of NextCycle Michigan, which coincided with the start of Earth Day/Week (April 20-22) and was touted by EGLE leadership as “the greatest accomplishment in recycling” since Michigan achieved its first-in-the-nation status by introducing the bottle bill law in 1976.

The virtual press event attracted the largest media attendance since the “Know It Before You Throw It” education campaign kicked off in 2019, with reporters from 22 separate news organizations representing every media market in the state joining the online news conference that featured EGLE Director **Liesl Clark**; EGLE Materials Management Division Director **Liz Browne**; Michigan Chamber of Commerce President and CEO **Rich Studley**; Meijer Senior Vice President for Real Estate and Properties **Vik Srinivasan**; Democratic U.S. Rep. **Haley Stevens**, Michigan’s 11th Congressional District; and Republican state Sen. **Wayne Schmidt**, R-Traverse City.

The event produced overwhelmingly positive stories from every media market in the state. Top coverage was generated in the metro Detroit market with news outlets that have statewide distribution/viewership, including WJBK-TV, The Detroit News, The Associated Press and Crain’s Detroit Business, as well as the Michigan Radio statewide network and National Public Radio affiliate WGVU in Grand Rapids. The story was also published nationally by trade publications including Waste Today, Recycling Today and Waste Advantage Magazine.

Equally important, the news conference sets the stage for future announcements by EGLE with NextCycle Michigan partners as shovel-ready projects come to fruition that will drive additional positive news media coverage.

From April 19-22, news media coverage from the news conference reached an estimated 148.5 million viewers, which is calculated by the amount of unique IP addresses that visit a news article within a given time. **If EGLE would have purchased the coverage as paid advertising, it would have cost \$1.3 million. Please note this does *not* include future stories we know are coming from the Lansing State Journal/USA Today Michigan Network and the Grand Rapids Business Journal.**

MEDIA COVERAGE

“Michigan strives for 30% recycling goal by leveraging key grant money”

Yahoo! News

[Click here to read story](#)

Reach: 66.4 million

Michigan strives for 30% recycling goal by leveraging key grant money



Beth LeBlanc, The Detroit News

Tue, April 20, 2021, 12:04 AM · 3 min read



Apr. 20—A program aiming to leverage state recycling dollars through public-private partnerships has generated about \$97 million in investment in 2020 and 2021, the Department of Environmental, Great Lakes and Energy said Monday.

The investment through the NextCycle Michigan initiative leveraged about \$4.9 million in Renew Michigan funds with a goal to increase residential and commercial recycling and help businesses to develop processes and infrastructure needed to reuse the recycled products.

The initiative has more than 30 partners participating as well as a platforms to serve as a sort of recycling business incubator to drive recycling



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MEDIA COVERAGE

“Michigan commits to \$97 million investment into recycling”
The Associated Press

The article was republished by over 25 other sources including:

[WDIV-TV](#)

[The Oakland Press](#)

[WNEM-TV](#)

[The Daily Mining Gazette](#)

[WGVU-TV](#)

[Click here to read The Associated Press story](#)
Reach: 77 million



Michigan commits to \$97 million investment into recycling
By ANNA LIZ NICHOLS April 19, 2021

LANSING, Mich. (AP) — A group of environmental, political and business leaders in Michigan announced an initiative Monday to invest in recycling infrastructure and eventually triple the state's recycling rate.

The NextCycle Michigan initiative has committed \$97 million since last year in state and private funds to recycling projects with partners such as Goodwill Industries, Keurig Dr. Pepper, Henry Ford Health System and Meijer. These funds are to be used to support efforts to recycle products and divert materials in manufacturing from landfills.

The state also has awarded \$4.9 million in Renew Michigan Grants for 45 communities in the state. Both of the efforts will help the state lay the groundwork for ambitious sustainability goals such as carbon neutrality by 2050, said Liesl Clark, director of the Michigan Department of Environment, Great Lakes, and Energy.

RELATED TOPICS

- Recycling
- Michigan
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- Environment
- Business



“State unveils ‘greatest accomplishment in recycling’ since bottle bill: NextCycle Michigan”
WOOD-TV
[Click here to read story](#)
Reach: 847,085

MICHIGAN

State unveils ‘greatest accomplishment in recycling’ since bottle bill: NextCycle Michigan

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An updated courtesy image shows the conveyor belt inside the Kent County Recycling Center.

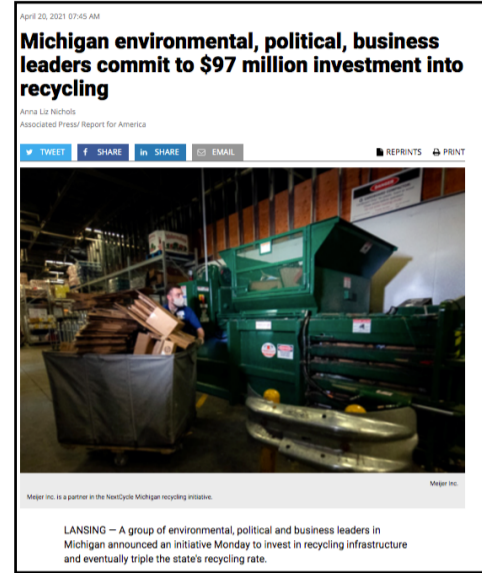
by: [Christa Ferguson](#)
Posted: Apr 19, 2021 / 06:00 PM EDT / Updated: Apr 19, 2021 / 06:01 PM EDT

LANSING, Mich. (WOOD) — The state is teaming up with private groups for a new program one environmental official says is Michigan's greatest accomplishment in recycling since its bottle bill.

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MEDIA COVERAGE

“Michigan environmental, political, business leaders commit to \$97 million investment into recycling”
 Crain’s Detroit Business
[Click here to read story](#)
 Reach: 567,850



“EGLE, Michigan Chamber, Meijer announce 'historic effort' to boost state's recycling efforts”
 WXMI-TV
[Click here to read story](#)
 Reach: 631,546



“EGLE Announces Largest-Ever Push for Recycling Programs”
 WWTV-TV
[Click here to read story](#)
 Reach: 524,243



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MEDIA COVERAGE

“Michigan will invest \$97 million into recycling”
WJBK-TV
[Click here to read story](#)
Reach: 515,675

Michigan will invest \$97 million into recycling

By Anna Liz Nichols | Published 2 days ago | Environment | Associated Press

LANSING, Mich. - A group of environmental, political and business leaders in Michigan announced an initiative Monday to invest in recycling infrastructure and eventually triple the state's recycling rate.




Coke's new 13.2-ounce bottles will be rolled out across brands including Coke, Diet Coke and Coke Zero, among others.

“EGLE, MI Chamber of Commerce and partners announce NextCycle Michigan”
WILX-TV
[Click here to read story](#)
Reach: 446,434

EGLE, MI Chamber of Commerce and partners announce NextCycle Michigan

Michigan's current recycling rate is at 15%, the lowest in the Great Lakes region and among the nation's lowest.



EGLE, MI Chamber of Commerce and partners announce NextCycle Michigan (WHSV)
By Krystle Holleman
Published: Apr. 20, 2021 at 5:45 PM EDT

LANSING, Mich. (WILX) - Leaders of the Michigan Department of Environment, Great Lakes, and Energy (EGLE) joined with the Michigan Chamber of Commerce, bipartisan lawmakers, and Meijer to announce NextCycle Michigan, hailed as the largest collaborative effort in state history to spark the state's "recycling and recovery" economy.

“Michigan and businesses collaborate to gain ‘recycling and recovery’ economy”
Michigan Radio
[Click here to read story](#)
Reach: 360,523

Michigan and businesses collaborate to gain "recycling and recovery" economy

By LESTER GRAHAM • APR 19, 2021

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Screenshot from a video encouraging people to learn the rules of recycling.
CREDIT RACCOONSRECYCLING.ORG

The Department of Environment, Great Lakes, and Energy (EGLE) is launching a new initiative to increase recycling in Michigan. It's called NextCycle Michigan.

EGLE, the Michigan Chamber of Commerce, cities, and individual companies have agreed to collaborate on the effort.

Part of the effort uses grants to get cities to increase recycling rates. It's also giving grants to businesses to use those recycled materials.



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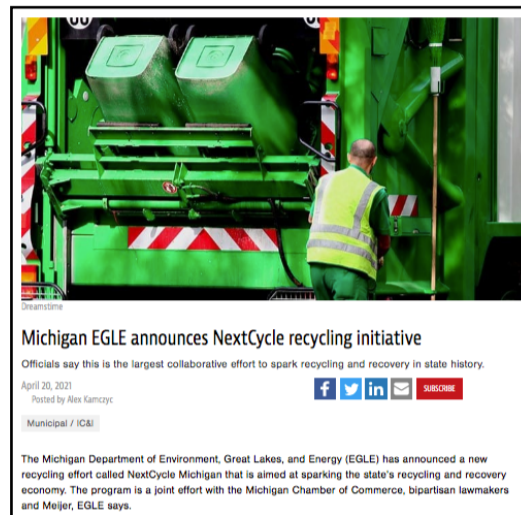
MEDIA COVERAGE

“Michigan EGLE announces NextCycle recycling initiative”

Recycling Today

[Click here to read story](#)

Reach: 111,723



“Michigan strives for 30% recycling goal by leveraging key grant money”

The Detroit News

[Click here to read story](#)

Reach: 111,630



“EGLE, Michigan Chamber of Commerce and More than 30 Partners Join with Bipartisan Lawmakers to Announce NextCycle Michigan”

Waste Advantage

[Click here to read story](#)

Reach: 56,896



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MEDIA COVERAGE

“Michigan EGLE announces NextCycle recycling initiative”

Waste Today

[Click here to read story](#)

Reach: 27,840



“Recycling 101: How to avoid common mistakes & where you can recycle in metro Detroit”

WXYZ-TV

[Click here to read story](#)

Reach: 777,102



“SEEDS gets grant dollars to study composting's future in northern Michigan”

Traverse City Record Eagle

[Click here to read story](#)

Reach: 57,673