



**DENVER**  
THE MILE HIGH CITY

**ReThink Recycling.**  
Easier Than Ever

**DENVER 8**  
YOUR OFFICIAL SOURCE

## Denver's Rethink Recycling Ad Takes Top Honors

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A fun advertisement designed to encourage more recycling in Denver took top national honors for the City of Denver (Friday night) in a ceremony at Florida's Disney World. The public service announcement (PSA) entitled "Rethink Recycling" won best overall government public service announcement. Denver Recycles, a program of Denver Solid Waste Management, and Denver 8 TV partnered to write the script, cast the talent, and produce the PSA. Corporate partners Coca-Cola, the Aluminum Can Council and 9News partnered to provide funding for production and airtime.

The PSA features an animated exclamation point that morphs into a recycle symbol as the person in the scene realizes that the material they were going to throw away is recyclable. The animated symbol gives the effect of the "light bulb turning on". The closing scene of the PSA features Mayor Hickenlooper having fun with recycling by making a basket from tossing his recyclable aluminum can into the recycle bin, all while offering a call to action for Denver residents to do more. The announcement was featured earlier this year on 9News as part of the larger Rethink Recycling campaign.

The City of Denver's municipal access channel Denver 8 TV was nominated for a total of ten awards in the Government Programming Awards (GPA), presented by the National Association of Telecommunications Officers and Advisers.

The awards are presented annually as part of the national organization's annual conference. Almost 200 communities submitted over 1100 entries in 60 categories for the GPA awards. Other categories where Denver 8 TV programs took awards included:

- Public/Community Meeting coverage – Denver City Council Coverage
- Documentary/Event coverage – Mayor's Arts Awards
- Public Safety program – "Are You Prepared": Office of Emergency Management
- Public Service Announcement – "Rethink Recycling"

- Election Coverage
- Promotional Video Campaign - “Your City Serving You”

Denver 8 TV took the top award in Public Meeting Coverage for its work with Denver City Council and with the PSA spot that focused on the City’s recycling campaign. Three other Denver programs were picked for second place and the Event Coverage ranked among the top three among the nation’s best video productions. An additional three programs received Honorable Mention.

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