

# Burn Barrel Outreach Media Kit

Featuring "Bernie the Burn Barrel" materials



Thank you for your interest in "Bernie the Burn Barrel" and associated materials designed to educate residents about the hazards of burning garbage. These materials were developed by the Western Lake Superior Sanitary District in cooperation with a nationally recognized advertising firm in Duluth, MN. Funds for the development and distribution of these materials were provided through a grant from the EPA's Great Lakes National Program Office.

"Bernie the Burn Barrel" is a character designed to be used by a wide variety of agencies and organizations.

There is no charge or permission needed to use the Bernie character or materials if these guidelines are followed:

1. Any use of these materials must include the following credit line:

*"Bernie the Burn Barrel" and related materials developed by the Western Lake Superior Sanitary District with support from the EPA's Great Lakes National Program Office.*

Many of the general materials already have this text line included within the design. Please keep this line in the materials and confirm that it has not been deleted before publication.

2. "Bernie" must be used with materials and programs focusing on reducing garbage burning and must always convey an anti-garbage burning message. Appropriate messages to associate with "Bernie" are evident in the original outreach materials on this CD.
3. "Bernie" should be reproduced in the highest quality format possible. If printing in black and white, use the grayscale version of Bernie. If photocopying, use the line art Bernie version. If printing in color, use the colored version of Bernie and retain the original colors as much as possible. Each of these versions are provided in this media kit and are clearly labeled.
4. When increasing or decreasing the size of "Bernie", keep all proportions equal (i.e. do not stretch height or width only).
5. Provide a copy of the finished material to the Western Lake Superior Sanitary District so that the continued use of these materials can be documented (see address below).

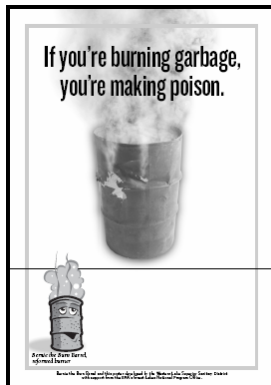
Thank you for continuing to educate residents about this source of preventable pollution and helping "Bernie" spread the word that *"It's Better Not to Burn!"*

For more information, contact:

Western Lake Superior Sanitary District  
Environmental Programs  
2626 Courtland St.  
Duluth, MN 55806-1894  
218-722-3336 Fax: 218-727-7471  
[www.wlssd.com](http://www.wlssd.com)

Description of materials found on this CD:

### Black and White Newspaper Ads (in PDF Format)



2 designs with 4 different headlines and blank space for inserting specific organization logos or addresses and customized text. See suggested text in the "Newspaper Ads" file. Standard 3-column and 4 column sizes included.

### Trifold Brochure



This is an 8.5" x 11" trifold brochure. Your organization can customize the mailing panel for use in your area. Insert your own mailing information in the return label area or simply stamp that area with a hand stamp.



## 1/3 Page Burn Permit Fact Card



This is a fact card meant to be printed on double-sided, 3 2/3" by 8" cards. It was designed to be distributed by MN Fire Wardens to residents receiving burn permits. It may be customized and used in other locations.

## Fact Sheet



A single sided 8.5" x 11" fact sheet with no return address or specific region. It may be printed and used as-is or used as an insert or page in newsletters, etc.

## Poster PDF files



These are 11" x 17" color poster files with a blank area at the bottom for your organization to include a customized call-to-action and logo. Two versions with different messages are included.

## Bernie "Clip Art" Files



### **4-color Bernie**

These are full-color versions of the artwork, and should only be used when the ad will be printed with a 4-color process. (i.e. brochures, magazine ads, etc.)



### **Grayscale Bernie**

Use this graphic for black and white newsletters, newspaper ads, etc.



### **Black and White Line Art Bernie**

Use this graphic in newsletters or materials that will need to be photocopied or scanned, or when the materials will not be prepared or printed electronically.

## Burn Barrel Photos



Black and white and color versions of the burn barrel photography can be used in print ads.

## Burn Barrel QuickTime movie

WLSDD  
Bernie the Burn Barrel  
-30" TV



0000 in 10 seconds from Bernie's eyes...  
000000 Bernie says...  
00000000 Bernie says...



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...

This 30-second TV commercial introduced Bernie to the world. The graphics and voiceover at the end of the spot is a sample only, and will need to be re-done to include specific information about your agency.



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...

The movie is included only as an example, and is not suitable for broadcast. To request use of the TV spot, please contact WLSDD.



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...



0000 in 10 seconds...  
000000 Bernie says...  
00000000 Bernie says...

## Sample Press Releases and newsletter text

Please use these documents as models for your own press releases and articles. If using an article in it's entirely, please give credit to WLSDD.

A note on FILE TYPES on this CD:

### EPS files

These will give you the best quality. The scale can be changed without losing any sharpness, and should work with most layout software.

### JPG Files

The final print quality of these files will not be as good as an EPS file, but these are sometimes easier for users without professional graphic software. The files can be used smaller than provided here, but *should not be enlarged*, as they will become unclear or blocky.

### PDF Files

The print quality of these files will be fine if used correctly. They can be placed as a graphic into most current version of graphic layout programs (such as Quark, InDesign, Photoshop, Illustrator). You can then overlay a logo and message at the bottom. If you do not have the software or technical capacity to prepare these more complex graphics and layouts, the publication where you are placing the ads or a printing company may be able to assist you.