



GLEE's 1st Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to Expo 2008

Name of business:

Name of Applicant and relation to Business:

Summary

The Keynoter and Keys Sunday have been in the forefront of the Green Living movement in the Keys, devoting more coverage to this topic than any other media company in the county. Our mission to help educate Keys residents and visitors about conservation, renewable energy and recycling extends beyond just our news coverage and editorial support. Key managers have made personal commitments to GLEE and other resource groups as citizens and involved community leaders.

Accomplishments

Renewable Energy

Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.

Keys Sunday introduced the popular Green Solutions page in November, 2006. This has been a consistent source of information about renewable energy topics, along with the Home Energy column, authored by Ken Sheinkopf, former director of the Florida Solar Energy Center at UF and now a communications consultant with the American Solar Energy Society; Ideal Bite, an information resource that helps educate Keys readers.

Clean Transportation

Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

Both the Keynoter and Keys Sunday have covered the topic of bio-diesel, clean marinas and hybrid vehicles in our news pages, not just in our Green Solutions section of Keys Sunday. We were among the first to report on the bio-diesel initiatives undertaken by the City of Key West, Keys Energy, and the Monroe County School District, building public understanding of this important alternative to reduce our carbon footprint.

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<p>Both the Keynoter and Keys Sunday have covered the state's Clean Marina initiatives, drawing public attention to the public and private commitments to this effort.</p>	
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>Keys Sunday has showcased some of the most innovative efforts in energy conservation undertaken in the Keys, including feature on Bob Williams innovative Marathon house (he's founder of SALT); article on KEYS Energy's purchase of environmentally friendly electric transformers; efforts by City of Marathon to reduce greenhouse gas emissions by changing purchasing rules and favoring renewable alternatives; among just some of the topics we've covered in past two years.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<p>We've given extensive coverage to this topic with a Keys focus, including coverage of the National Oceanic Atmospheric Administration's Florida Keys National Marine Sanctuary building in Key West; Leadership in Energy and Environmental Design (LEED) certification; FKAA's new Marathon Service Center project, among many others.</p>	
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<p>Keys Sunday and Keynoter has helped educate readers about Marine Bank's reduced-rate loan programs; availability of tax breaks / rebates for solar / Energy Star products.</p>	
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>Keys Sunday has devoted extensive news coverage to this topic, including articles about organic food movement among Keys restaurants and coffee shops; composting; organic mattresses; the move of Delicious Organics grocery to Key Largo; green certified guesthouses and hotels.</p>	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<p>Keys Sunday has helped promote numerous workshops on low-water use, native plants vs. exotics, mulching to reduce water needs, native plant fairs sponsored by The Nature Conservancy (GreenSweep program), plus information provided by the South Florida Water Management District and Florida Keys Aqueduct Authority.</p>	
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<p>The Keynoter is printed on recycled newsprint (87 percent now from recycled material); we engage a certified documents service that recycles office paper products and collects cardboard for recycling on the mainland.</p>	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<p>Keys Sunday and Keynoter have written about Keys businesses and their efforts to begin composting efforts; and we publish comprehensive how-to information on this topic on a regular basis.</p>	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
<p>See R4 # 1 above. We've covered local efforts by both business and residential users to bolster recycling, as well as identified inconsistencies within the county's program; Keys Sunday has consistently covered the topic of recycling options and how-to tips that are practical and make it easier for the public to understand.</p>	

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<p>Keynoter helped distribute rain barrels and recycling bins at the GLEE Energy Expo held at Stanley Switlik School in 2007, using the Keynoter booth as a staging area. Keys Sunday also produced a special GLEE issue for that Expo which included information about water conservation in the Keys, water reuse and rebate programs offered through FKAA.</p>	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
<p>Both The Keynoter and Keys Sunday have devoted extensive coverage and editorial support for wastewater improvement efforts, including backing the sewer projects underway in the City of Marathon, Key Largo Wastewater District, Village of Islamorada, Layton, and Monroe County; in addition, we've provided public information about the City of Key West's stormwater improvement efforts. Our editorial board has been a strong advocate on meeting the 2010 mandate.</p>	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<p></p>	
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<p>Melanie Elder, Marketing Director for our newspaper group, is an active GLEE board member; Michael Welber, founding Editor of Keys Sunday, is also active board member with GLEE. In addition, we devote extensive newspaper space to coverage of GLEE and related groups.</p>	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<p></p>	

Other Business Factors

Team Commitment	List staff or other supportive people on your “Green Team”
Melanie Elder, Marketing Director and GLEE Board; Karen Quist, Keys Sunday Editor; Kathie Bryan, Finance Director; Margie Whisenhunt, Office Manager; Larry Kahn, Editor	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
Keys Sunday publishes the largest volume of Green Living information of any print media in Monroe County. Our commitment began early when founding Editor, Michael Welber, identified sustainable and renewable energy issues as paramount. Keys Sunday launched Green Living content in response to those concerns.	
Certifications/Memberships	Do you currently hold any green certifications or memberships?
Active with GLEE	

Green Pledge

I certify that the above information is correct to the best of my knowledge.