

Missouri Department of Natural Resources

June 4, 2008

Recycled Content Newsprint Data Collection for Calendar Year 2007

- 12/07 Publication mailing list compiled by reviewing past years' lists and the 2007 Missouri Newspaper Directory prepared by Missouri Press Service, Inc. (purchased on-line version). Letters were sent to any publication showing a possible distribution of 13,000 or more. Several publishers reported on more than one newspaper, hence we received notification from 162 publications even though we only sent out letters to 103 newspapers.
- 1/08 Letters and blank recycled content newsprint usage forms and exemption forms were sent to 103 publications.
- 56 usage statements were submitted. 19 of these usage statements were accompanied by requests for exemptions, which were all granted. We also had 94 publications notify us that they were exempt from reporting requirements because their average daily distribution was less than 15,000 or they had no printing to report for 2006. 3 publications were in noncompliance and did not report – all received a certified letter which was signed for, as well as 2 e-mail notifications and one phone call). Those publications are the St. Louis Sentinel, The St. Louis Limelight and the Kansas City Globe (as of 5/1/08).

Summary:

- 58 Usage Statements received.
- 19 Exemption Requests received.
- **Total tons reported = 140,120.871**
Total recycled tons = 70,648.68
Overall recycled newsprint content usage percentage = 50%.
- 39 of the 58 (67%) respondents met or exceeded the 50% goal for 2007. These 39 publications reported 80,928 tons used (57% of total tonnage reported), of which 56,885 tons contained recycled content (80% of total recycled tonnage reported).
- 25 of the 58 publications exceeding the 50% recycled newsprint content goal reported 100% recycled newsprint content usage. These 25 publications reported 3,070 tons of newsprint used were recycled content (4% of total recycled tonnage reported)

Of the 19 requested exemptions 12 (63%) reported that an adequate quantity of newsprint meeting the target content goal was not available during this reporting period (#1).

7 publications (36%) also reported the recycled content newsprint that was available during the reporting period did not meet the quality standards as determined by the department (#3).

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2 publications (10%) reported that the newsprint meeting the recycled content goal was unavailable at a cost not greater than the average delivered cost of newsprint made from virgin pulp purchased during the reporting period (#2).

Some publications reported more than one exemption.

Three publications did not respond to any attempts to contact them and are out of compliance.

Publications were allowed to e-mail the department if their average circulation on day published did not exceed 15,000. 94 responses were received on this issue. Most publications appreciated being able to e-mail vs mailing in a card.