



Reduce Waste

End Unwanted Newspaper and Magazine Subscriptions

Reduce Unwanted Mail

The Problems

- Is your school receiving too many local newspapers or unwanted magazine subscriptions?
- Do teachers receive more newspapers than they need?
- Do teachers who are no longer with the school still receive subscriptions?
- Is your school receiving unwanted mail?

This is not uncommon, and can add considerably to your staff's workload.

Unwanted newspapers and magazines (and junk mail) can pile up and fill the recycling bins -- and add to your school's recycling collection costs.

Why Your School Receives Unwanted Newspaper and Magazine Deliveries

Newspaper and magazine companies typically renew free subscriptions automatically. This is called "Assumptive Renewal." This means they assume teachers at your school are still interested in their subscriptions from year to year.

The Solution

Reduce waste and save time by canceling or reducing unwanted subscriptions.

Follow these 3 simple steps to save time and reduce waste all year long.

- 1. Make a list of magazines and newspapers that are received and unwanted. Include the name of the person listed on the subscription label.**

Be sure to note the name of the addressee – the person listed on the subscription label. In some cases, the teacher may not be at your school any more, making it easy to determine that the subscription is not necessary.

If the teacher is still employed at your school, find out if he or she still wants the subscription or if they use all the newspapers that are delivered. If newspaper stacks sit in hallways each week, that often means the teacher no longer wants the subscription but has not canceled it.

2. Contact the company.

To cancel a subscription:

Call the company to let them know that you want to end the subscription and discontinue “assumptive renewal” for some or all of the staff at your school. Provide the name of the person listed on the subscription label.

To reduce the number of delivered newspapers:

Call the newspaper company, provide the name of the person listed on the subscription label, and tell them how many newspapers you want to receive each day.

To temporarily stop delivery:

You also may contact the newspaper or magazine company before school holidays and at the end of the school year to suspend delivery. This is referred to as a “temporary stop.”

Newspapers:

- For the *Seattle Times* and *PI*: 1-888-775-2655 or nie@seattletimes.com or nie@seattlepi.com
- For the *Tacoma News Tribune*: Jim Henderson at 253-597-8791 or jim.henderson@thenewstribune.com.
- For other newspapers or to locate more information about the newspapers listed above, look up the company’s website.

Magazines:

- Look inside the front cover for subscription contacts.
- Or look up the company’s website to find subscription cancellation information.

3. Follow up, if needed.

If your subscriptions do not end within a few weeks after your request, contact them again with a follow up. If you sent email(s) to cancel or change your subscription(s), you will have a record of your request(s). Also, feel free to contact the King County Green Schools Program at 206-296-8457 if you have made repeated attempts without results.

To Reduce Junk Mail

Follow the tips on this web site for reducing unwanted mail:

www.metrokc.gov/dnrp/swd/nwpc/bizjunkmail.htm

Thank you for taking these simple steps. Your efforts will save valuable natural resources and time!



King County

Department of
Natural Resources and Parks
Solid Waste Division