Media Scans

This is a practice media scan in which I identified and summarized stories that referenced the ASI Building Products company, its industry, its competitors, and the manufacturing sector of the economy All of which were completed in order to better prepare myself for a public relations related career. References to stories were found by Google Alerts, with the keywords: green building products.

**Sunday, September 18th: *Introducing the Green Register: The Most Amazing Green News Online in the World***

By: Tom Ski

This article demonstrates the ideas of spreading of “green-ness,” as an environmentally friendly fad. It introduces “The Green Register” as an information source, available online. The information displayed on this site is news relevant to green topics. This goes along with and promotes ASI’s green building products that are available for purchase.

<http://thesop.org/story/20110918/introducing-the-green-register-the-most-amazing-green-news-online-in-the-world.html>

**Saturday, September 17th: *Green Building Technology on Show in Singapore***

By: Jenny Marusiak

This is an article that promotes a competitor of ASI Building Products, BEX Asia and Green Koncepts- a Singaporean firm. These companies offered competitive services of offering a “cloud-based energy management system”- adding efficiency in managing usage of energy for multiple locations. This article also demonstrates how ASI Building Products has competitors all over the world creating innovative technology to set them apart from other “green” product promoters.

<http://www.eco-business.com/features/green-building-technology-on-show-in-singapore/>

**Thursday, September 15th: *Putting the Shine On***

By: Bob Gatty

This article promotes green laundry and cleaning products and the importance of “educating consumers about the attributes of their products beyond their cleaning power. “ In other words, stating the importance of products being even more of a beneficial investment when they are good for the environment- again promoting the green products of ASI.

<http://www.progressivegrocer.com/inprint/article/id2163/putting-the-shine-on/>

**Tuesday, September 13th: *Empire State Building Gets Gold for Green-ness***

By: Theresa Agovino

This article promotes green building with the “green” upgrades to the famous Empire State Building. It states with the new renovations, the famous building is not only more environmentally friendly, but it is also more energy efficient. Having a famous building being renovated to become more green can therefore bring about beneficial public relations to companies that sell green building products such as ASI Building Products.

<http://www.crainsnewyork.com/article/20110913/REAL_ESTATE/1109119970#ixzz1YSoyyKnA>

**Sunday, September 11th: *Habitat for Humanity’s Impact on Green Home Market***

By: Heather King

This article describes a competitor of ASI Building products, Habit for Humanity. Habitat for Humanity is one of the world’s leading builders, competing with ASI as ‘safe, affordable, decent housing for the poor.’ In competition, Habitat plays an important role in the national foreclosure crisis- actively buying and renovating foreclosed homes.

<http://www.triplepundit.com/2011/09/habitat-for-humanity-green/comment-page-1/>

**Saturday, September 10th:** [***High Performance Home Tour, April 19th 2011***](http://onesource-llc.com/buildingproducts/high-performance-home-tour/)

In this article, a tour given in 2011 was described as a learning experience to local home builders to use green ideas in their next project. ASI Building Products was mentioned, with their products being used in one of the houses on the tour. ASI Building Products was described in this article as having “some of the latest in sustainable home furnishings… and [having] reduced [a] monthly electric bill” for a customer. This is an example of positive feedback of ASI.

<http://onesource-llc.com/news/>

**Tuesday, September 8th: *Sustainable Industries Announces Top 10 Green Building Products***

By: Sara Stroud

This article expresses the winners of awards of the Top 10 Green Building Products. Winners, selected by a panel of expert judges, were from more than 100 entries based on “environmental performance, scalability/market impact, innovativeness, design aesthetic, value and compatibility with the U.S. Green Building Council’s LEED rating system.” ASI Building Products were not featured in this article which could have an effect on the company’s reputation.

<http://sustainableindustries.com/articles/2011/06/sustainable-industries-announces-its-top-10-green-building-products>