

# MINUTES

## REGIONAL AIR QUALITY COUNCIL

Thursday, April 7, 2005  
JohnstonWells Public Relations

### **RAQC MEMBERS/ALTERNATES PRESENT:**

Jim Scherer, *CHAIRMAN*  
Randy Ahrens, *City & County of Broomfield*  
Dennis Arfmann, *Hogan and Hartson*  
Theresa Donahue, *The Adams Group*  
Dave Sladek, *The Clayton Group*

### **RAQC MEMBERS NOT IN ATTENDANCE:**

Doug Benevento, *Colo. Dept. Public Health & Environment*  
Tom Norton, *Colo. Dept. of Transportation*  
Sue Sandstom, *City of Aurora*  
Melanie Worley, *Douglas County/DRCOG*

### **OTHERS PRESENT:**

Ken Lloyd, RAQC; Misty Howell, RAQC; Gerald Dilley, RAQC; Sara O'Keefe, RAQC; Steve McCannon, RAQC; Sarah Schmitz, RAQC; Sarah Sullivan, RAQC; Chris Dann, CDPHE; Suzette McKinnon, Launch Advertising; Martha Peck, Launch Advertising; Tom Miller, NRC; Mark Helmkamp, JohnstonWells Public Relations; Richard Griffith; Renee Allen, ESP; Margy Christiansen, RAQC; Betsy Bartholomew, Launch Advertising; Michelle Bergen, Launch Advertising.

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The meeting was called to order at 3:05 p.m. by Chairman Jim Scherer. A quorum was not present.

### **Approval of Agenda and Minutes**

**Approval of the minutes was tabled until the May meeting.**

### **Informational Items**

*Chairman*

None.

*Executive Director*

Ken Lloyd reminded everyone of the May 5 RAQC meeting. We will presenting advertising concepts and messages for review and approval.

*Committees*

None.

*Members*

None.

**Public Comment and Discussion**

None.

**2005 Summer Ozone Outreach and Awareness Campaign**

Ken Lloyd introduced staff from JohnstonWells Public Relations and Launch Advertising, the team of firms recently hired to conduct the 2005 ozone outreach and advertising campaign.

Sara O'Keefe gave the Council an overview of the 2005 Comprehensive Ozone Outreach and Awareness Program. She reviewed the RFP process. The outcome of the process was the selection of JohnstonWells Public Relations and Launch Advertising to assist the RAQC with the advertising and public relations aspects of the program and National Research Center, Inc. to assist with the research efforts.

Sara indicated that National Research Center would use a two-tiered approach to gather information. They will conduct pre and post phone surveys, as well as focus groups.

Sara also informed the Council that the RAQC recently received a grant from the StEPP Foundation for \$110,000, which will support the ozone awareness and outreach efforts.

Betsy Bartholomew, Launch Advertising, reviewed the campaign objectives with Council. She informed Council of the timelines for the advertising to be launched by June 1. She summarized the media strategies and costs.

Michelle Bergen, Launch Advertising, gave Council an overview of the paid advertising efforts, which outlined the types of media to be used and the associated costs. The campaign will utilize television, outdoor and radio advertising.

Darby Doll, JohnstonWells Public Relations, reviewed the approach JohnstonWells will be taking to increase ozone awareness. He indicated that they will be developing a plan for the media outreach, which will be presented to the Council at the May meeting. He presented the idea of having an "Ozone Patrol" performance group to use during events. He also outlined plans for a dedicated ozone web site.

The Council had discussion on the following items:

**Industry standards/benchmarks for measuring the effectiveness of advertising and what level of awareness equates to a change in behavior.** Some Council members stressed the importance of being able to quantify changes in behavior. Tom Miller, National Research Center, indicated that the pre and post surveys help to measure change in behavior.

**How the target audience for the advertising is selected.** Betsy Bartholomew, Launch Advertising, stated that if the research showed a better response from a different target groups, then some messages would be geared toward those groups. Michelle Bergen, Launch Advertising, explained that the demographic of 25-54 is a buying strategy that is most cost effective. She said that 55+ would be reached without having to pay higher advertising rates.

**Who will decide how the messages are rotated for the radio advertising.** Betsy Bartholomew stated the order of the messages would be alerts, event information and action tips. The tips would be prioritized and rotated based on the research information.

**How to get CDOT to allow information to be posted on the highway message boards.** Sara O'Keefe informed Council that CDOT has indicated that the RAQC's messages are not "traffic" related enough to be posted. There are strict federal rules about what can be posted.

**How to get the science of ozone formulation out there for people to understand.** Betsy Bartholomew indicated that this would be accomplished through the public relations approach not the advertising. This is why a mini-website was suggested.

**The Ozone Patrol and how it would be used in connection to ozone.** Darby Doll indicated that the group would help present a common tone for ozone awareness. The group would go to events like the People's Fair and be used to get the public's attention. Betsy Bartholomew interjected that the plan is to tie the ozone messages and the Ozone Patrol activities both verbally and visually with all the public relations and advertising. Council discussed the name of the "Ozone Patrol" and suggested that another name be selected. One suggestion was "Ozone Team", which would make a connection with the sports-minded Denver community.

**The segregation of ozone to a mini- website.** This discussion revolved around funding for maintenance of a new site and the subdivision of RAQC information. Darby Doll stated that while the RAQC's website has a great deal of information, it would be better to direct visitors to an ozone-only mini site to keep the awareness messages clear during the season. He also informed Council that a designer is developing it with easy to use management tools to make maintenance easier. If there is no funding in future years, the site can easily be taken down and information included on the [www.raqc.org](http://www.raqc.org) site. JohnstonWells provided some possible URLs for the site. Darby indicated that they were still looking for the right URL for the program.

**Educating meteorologists as a part of the public relations campaign.** Darby Doll stated in his presentation that one of the public relations efforts would be to work with local meteorologists to educate them on ozone and to convince them to include ozone tips and information in their broadcast. Council agreed this would be a good connection for getting information out to the public. There is also an opportunity for the meteorologists to share the information with students when they go to schools for weather presentations.

**Including ozone articles in other areas of the media besides weather.** Darby indicated that part of the public relations plan would be to work on other angles to get ozone related messages in the paper, such as placing articles in the home and garden section and in the Denver and the West section. The Council suggested trying to tie some messages to sports events since Denver is a big sports town. Sara O'Keefe told Council that the papers outsource the layout of their weather pages and in the past the RAQC has been unsuccessful in getting ozone alerts noted on that page.

Ken Lloyd asked for Council to confirm the public relations and advertising approach that has been outlined is the one Council wants to take. The Council agreed with the approach as long as there is a way to measure behavior change and to quantify pollution reductions.

Ken Lloyd stated that the pre and post surveying will help to measure behavior change and that emission factors will be used to quantify reductions for the portions of the program that can be quantified, such as the Mow Down Pollution event and the Car Care Fair. He reminded Council that showing this pollution reduction is a requirement of the grant.

### **Adjournment**

There being no further business before the Council, the meeting was adjourned at 4:35 p.m. The next meeting will be on Thursday, May 5, 2005.