



2005 Comprehensive Ozone Outreach & Awareness Program

Public Relations and Events Update

Darby Doll, JW & Sara O'Keefe, RAQC

RAQC Board Meeting

May 5, 2005



Public Relations: Darby Doll

- Core messages
- Media audit
- Web site
- Ozone performance group
- Editorial boards & meteorologist briefings



Core Messages

- Ground-level ozone is the Front Range's most pressing summertime air quality issue.
- RAQC is coordinating a comprehensive summer ozone education campaign.
- There are a number of voluntary actions citizens can take to limit ground-level ozone.
- Failure to reduce ground-level ozone may result in additional air quality requirements by the EPA.



Media Audit

- 21 media outlets contacted April 8-29
- Responses from 11 outlets
- High interest from TV meteorologists
- Awareness of ground-level ozone higher at larger newspapers than at community newspapers
- Interest in reporting on air quality issues and ground-level ozone
- Skepticism on industry's willingness to change; need to focus on public's contribution



Ozone Web Site

- www.OzoneAware.org
- Splash page for Car Care Fairs
- Full site in development
- Go live by June 1



Ozone Performance Group

- Selection of Cleo Parker Robinson's Youth Ensemble
- Perform at major summertime community events June - August
- Developing events schedule



Editorial Boards & Meteorologist Briefings

- Conduct editorial board meetings in May - June to enlist support
- Brief meteorologists on ozone challenge in May



Events: Sara O'Keefe

- Car Care Fairs
- Mow Down Pollution
- AirWaves



Car Care Fairs

- Saturday, April 30 from 9 a.m. to 3 p.m.
- 21 Safeway Stores locations
- 16 sites reporting 426 inspections; weather most likely cause of lower participation
- Good PR; JW secured live interviews with channels 4, 7, and 9 and pre-taped w/Univision
- Ads placed in 20 community papers and nearly 40 radio spots on four radio stations
- 7 locations reporting: 34% tv, 32% drive by, 18% radio



Mow Down Pollution

- June 18 – June 25 (event on 18th)
- Gas can exchange as part of the event
- Goal to sell 700 pieces of new equipment, recycle 350 pieces of old



AirWaves

- Mailed posters, entry forms, and tips to approximately 300 schools
- Deadline is May 11
- Advisory Committee to meet May 13 to choose two winners
- Media partner: 97.3 KBCO
 - Students record PSA in studio
 - Air 170 spots June 6 – July 25 (20 spots/day)
 - E-newsletter banner and online streaming rebroadcast on three stations