

AIR QUALITY COMMUNICATION

- Status of the air quality
- Air Quality “Action Days”
- Informational meetings about pending permit actions
- Permit application hearings

AIR QUALITY COMMUNICATION

- Community organizations
- NGO's
- Citizen's groups
- Individual mailing and e-mail lists
- Churches, Synagogues, Mosques
- Local governments
- Web sites
- Newspapers
- Public service announcements
- Tribal leaders

AIR QUALITY COMMUNICATION

- Challenges
 - Informing the public
 - Location of meeting convenient to the public
 - Language
 - Putting information in lay terms
 - Addressing the concerns of the community in the context of the message we are trying to convey
 - Encouraging the company to engage the community in the case of permit hearings

AIR QUALITY COMMUNICATION

- Important considerations
 - Preparation of the message
 - Designating the proper staff to deliver the message
 - Internal discussions about how to present the message in easy to understand terms
 - Avoid acronyms and technical jargon
 - Sometimes use a neutral moderator at public meetings