



## **SUGGESTED AIR QUALITY FEATURE IDEAS FOR MEDIA**

- Take a quick, unscientific “on-the-street” poll to see whether people in our community understand the difference between ground-level ozone and stratospheric ozone. Use your story to explain the difference between the two.
- Work with Eastern Panhandle Clean Air Connection to develop a story on our Early Action Compact (EAC). Use information from the EAC and the Environmental Protection Agency’s (EPA) Air Quality Trends Report to take a historic look at ground-level ozone pollution in the Eastern Panhandle. Why has it risen in recent years? What actions can help to reduce it?
- Work with Eastern Panhandle Clean Air Connection to develop a story on Air Quality Action Days. Inform the community as to how to receive Action Day alerts. Discover what the business community and local governments are doing to reduce pollution on these days through Clean Air Connection’s workplace-based program, The Workplace Connection.
- Work with local healthcare facilities to do a story on asthma-related emergency room visits. Do these incidents increase during the summer months? What do doctors consider to be the reason?
- Cover clean air activities in the community. Eastern Panhandle Clean Air Connection will be happy to communicate such events. Run a sidebar with your story that includes tips for reducing ground-level ozone and protecting yourself from ozone exposure.
- Communicate the daily air quality forecast – and especially Air Quality Action Day alerts - to your readers, viewers, or listeners.