Overview of the ARB Office of Communications

Leo Kay
ARB Communications Director

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General Philosophy

Run an aggressive, completely open program to inform California citizens and beyond of ARB’s work to clean up the air we all share.
Communications Tools

- Press releases
- Op eds
- News conferences
- Letters to the editor
- Speeches
- Web postings
- Videos
Respond to Media Queries
Field roughly 75 media calls per month/900 per year
Additional Services We Provide

- News clips
- Media training starting soon
- Air Waves
- Graphics help
- Fact sheets
- Main ARB hotline (& email interface)
- Web design
- Videos and photography
- Speechwriting
Creating an ARB Brand
Communications Timeline

The key planning and tracking tool used by the Office of Communications to publicize ARB actions, including regulations, grants, court decisions, studies.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Leo Kay</td>
<td>Communications Director</td>
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<tr>
<td>Gennet Paauwe</td>
<td>Deputy Communications Director</td>
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<tr>
<td>Stanley Young</td>
<td>Information Officer, Climate Change Programs</td>
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<td>Dimitri Stanich</td>
<td>Information Officer, Innovative Programs</td>
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<td>Karen Caesar</td>
<td>Information Officer, Southern California</td>
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<tr>
<td>Mary Salas Fricke</td>
<td>Information Officer, Spanish Language Media</td>
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<td>Gloria Massey</td>
<td>Administrative Support, Sacramento</td>
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<tr>
<td>Sarah Dalton</td>
<td>Speechwriter for the Chairman</td>
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<td>Peter Dallas</td>
<td>Videographer</td>
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<td>Padma Lingam</td>
<td>Web Designer</td>
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<td>John Swanton</td>
<td>Communications and Graphics Specialist</td>
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<td>Chris Gapas-Jackson</td>
<td>Administrative Support, El Monte</td>
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Overarching Goals for 2009

Looking to consolidate, bring uniformity to ARB’s outreach efforts. Outreach can include workshops, speaking engagements (using a speakers bureau), strategic partnerships with environmental, municipal and industry stakeholders and attendance at fairs and trade shows.
Overarching Goals for 2009

Looking to work closer with the Web Development Team to streamline web page, regroup function areas to synch up with our media and outreach strategies.
Overarching Goals for 2009

Continue building relationships with air district PIOs, other state and federal agencies and other stakeholders to publicize air programs, especially behavior change needed to reach climate change goals.
Main Issues for 2009

- Truck and off-road regulations
- Ag engines
- Low Carbon Fuel Standard
- Pavley regulation
- Specific AB 32 regulations
Looking Ahead
• Adapting to fundamental changes in the news media and in the way news is researched, reported, and delivered.

• Using the web and “new media” to better tell ARB’s story.

• Developing support of programs through improved information and outreach efforts.