Overview of the ARB Office of Communications

Leo Kay
ARB Communications Director

February 26, 2009

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

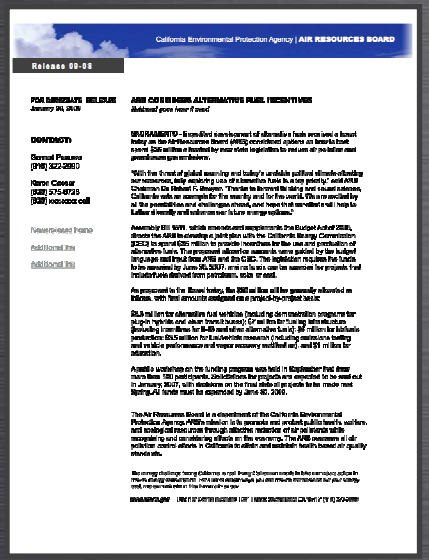
Respond to Media Queries

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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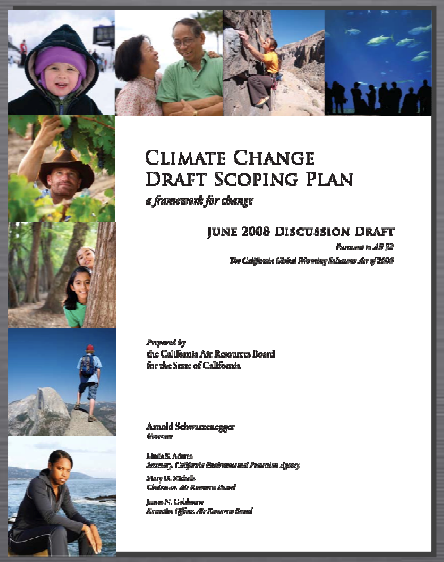
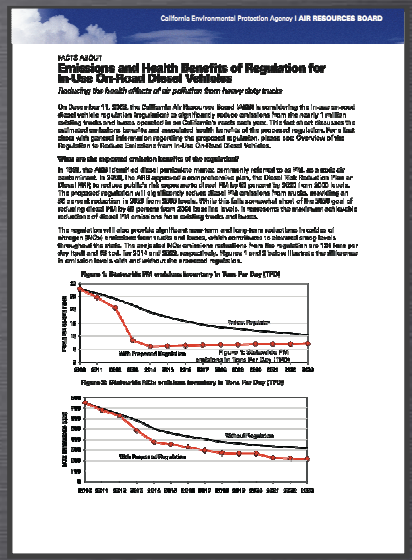
Release 09-08

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FACTS ABOUT
Emissions and Health Benefits of Regulation for In-Use On-Road Diesel Vehicles

inflate
SAVE MONEY SAVE ENERGY
www.arb.ca.gov/tirepressure

CALIFORNIA
HYDROGEN
HIGHWAY
NETWORK

CALIFORNIA
CLIMATE
CHAMPIONS

Communications Timeline

The key planning and tracking tool used by the Office of Communications to publicize ARB actions, including regulations, grants, court decisions, studies.

Organized for Communication

Leo Kay
Communications Director

Gennet Paauwe
Deputy Communications Director

Stanley Young
Information Officer, Climate Change Programs

Sarah Dalton
Speechwriter for the Chairman

Dimitri Stanich
Information Officer, Innovative Programs

Peter Dallas
Videographer

Karen Caesar
Information Officer, Southern California

Padma Lingam
Web Designer

Mary Salas Fricke
Information Officer, Spanish Language Media

John Swanton
Communications and Graphics Specialist

Gloria Massey
Administrative Support, Sacramento

Chris Gapas-Jackson
Administrative Support, El Monte

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.