



Radon Webinar

September 6, 2007

January is
National Radon Action Month!

Welcome

www.epa.gov/radon/nram





Radon Webinar

September 6, 2007

Agenda

- New and Improved Resources to Plan for National Radon Action Month
- New Radon Public Service Announcement Campaigns & Media Tips
- National Radon Poster Contest Update
- Radon Professionals and National Radon Action Month

www.epa.gov/radon/rnactionmonth.html



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Turn Your Activities into Results

Gina Bowler
Radon Team
Indoor Environments Division
U.S. EPA
(202) 343-9206
bowler.gina@epa.gov



www.epa.gov/radon/rnactionmonth.html



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Ambitious Radon Goals

- EPA established aggressive radon goals for 2012:
 - 1.5 million homes with active mitigation systems
 - 2.4 million homes built with radon resistant new construction
 - 1250 future lung-cancer deaths a year prevented

www.epa.gov/radon/rnactionmonth.html



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Raising Radon Awareness: Knowledge Before Action!

- **Education and Outreach: Ongoing**
 - Led by state radon programs, non-profit organizations and radon training centers receiving grants from EPA, and other radon and indoor air quality professionals
- **Radon Media Campaign: New Public Service Announcements**
 - Researched and developed by EPA HQ and customizable by you
 - Promoted at the state, regional and local levels by individuals and organizations
- **Special Emphasis Periods: Increasing and Leveraging Collective Efforts for Better Results**
 - National Radon Action Week: Every third *full* week in October; this year October 21 – 27, 2007
 - National Radon Action Month: Every January

www.epa.gov/radon/rnactionmonth.html



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Thank You for a Very Successful 2007 National Radon Action Month!

- Increased collaboration and information sharing
- New tools: Event Planning Kit, Web site, activities map
- More than **160 activities** conducted by stakeholders and posted on EPA's Web site
- Increased National Radon Poster Contest participation (889 posters from 96 schools, 29 states, 3 tribal nations, and 2 territories)
- Increased public inquiries, demand for test kits, and number of tests in many locations

www.epa.gov/radon/rnactionmonth.html



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2008 National Radon Action Month Goals

- Increase stakeholder participation and collaboration at the regional, state and local levels (e.g., a mix of tried-and-true and new approaches!)
- Conduct **250** events/activities nationwide in January 2008 that increase awareness of radon, promote radon testing and mitigation, and advance the use of radon-resistant new construction
- Feature your radon outreach events/activities (e.g., brief descriptions, success stories) on EPA's National Radon Action Month Website:

www.epa.gov/radon/rnactionmonth.html



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New and Improved Resources for National Radon Action Month

- New consumer page and expanded stakeholder page on the Web site
- Event Planning Kit updates including customizable fact sheet
- New monthly electronic newsletter to help build and maintain momentum from October toward January and into Spring
- Newest radon Public Service Announcement Campaign features radon-resistant new construction

And More!

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

Take steps **now** to make the 2008 National Radon Action Month even more successful than 2007!

- Take advantage of the National Radon Action Month Event Planning Kit, Web site, Webinars, etc., and the National Radon Meeting for exploring new ideas, approaches, partners, and resources
- Conduct at least one National Radon Action Month event/activity at regional, state and local levels, including radon proclamations, award ceremonies for state/local Radon Poster Contest winners, working with the AARST Speakers Bureau, and getting your local media to use the new radon public service announcements
- Feature your National Radon Action Month event/activity on EPA's Web site www.epa.gov/radon/rnactionmonth.html
- Use your normal communication channels to feature National Radon Action Month, e.g., your Web site, e-mail networks, conferences, booths, etc.



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September 6, 2007

National Radon Media Campaign

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Jeff Boal
Plowshare Group

www.epa.gov/radon/rnactionmonth.html



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Goals

GETTING INVOLVED:

Media Visits by You = Increased Use of PSAs

Media Hits = Increased Knowledge

It's all about saving lives.

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1. New Radon Media Campaign – Strategic Approach

- **Primary Target**

- Homeowners, particularly recent homeowners
- Homeowners in the process of new construction

- **Secondary Target**

- Real estate brokers, home inspectors and financial lenders (via possible business press print PSA campaign)
- New construction building trades

www.epa.gov/radon/rnactionmonth.html



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1. New Radon Media Campaign – Strategic Approach

Key Messages in Priority Order

Based on Research of What the Audience Wants to Know

- No. 1 Lung Cancer Risk
- No. 2 Credible Source
(EPA/Surgeon General/World Health, AMA)
- No. 3 Ease of Testing & Fixing
- No. 4 All Homes Need a Test to Check for EPA Action Level (4 pCi/L)
- No. 5 Where to Call or Go to Test/Fix

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2. Radon Creative Approaches

<u>MEDIA/TITLE</u>	<u>AUDIENCE</u>	<u>FORMAT</u>	<u>OPTIONS</u>
• TV "S.G. Warning"	General Consumer	:60, :30 & :20	Spanish & Localizable
• Radio "S.G. Warning"	General Consumer	:60, :30	Spanish & Localizable
• Radio "Neighbors"	General Consumer	:60, :30	Spanish & Localizable
• Radio "Fuad"	Builder - Family	:60, :30	Spanish & Localizable
• Newspaper "Family Room"	General Consumer	3 Sizes	Localizable
• Magazine "Bedroom"	General Consumer	3 Sizes	Localizable
• Magazine "For Sale"	Real Estate-Consumer	3 Sizes	Localizable
• Magazine "Sign"	Real Estate - Trade	3 Sizes	Localizable
• Magazine "Stethoscope"	Builder - Consumer	3 Sizes	Localizable
• Magazine "Fuad – Ruler & Blueprint"	Builder – Trade	3 Sizes	Localizable
• Billboard "S.G. Warning"	General Consumer	30-Sheet	
• Online "S.G. Warning"	General Consumer	Rich Media	

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Radon Campaign Creative Approaches:

- Radio (ex. Neighbors  and Builders )
- Broadcast
- Cable TV

SURGEON GENERAL'S WARNING:
Radon Causes Lung Cancer.



www.epa.gov/radon/rnactionmonth.html



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2. Radon Campaign Creative Approaches: Consumer Magazine

How Healthy Is Your Family Room?

SURGEON GENERAL'S WARNING:
RADON CAUSES LUNG CANCER
YOU SHOULD TEST YOUR HOME

Radon is an invisible radioactive gas that seeps into your home from underground. Radon attaches itself to your child's lungs, where it can begin the process of causing lung cancer. The only way you can tell if your home has dangerous levels of Radon is to test for it. Once detected, homes with high levels of Radon can be easily fixed.
For helpful information, call or visit:

1-800-SOS-RADON
www.epa.gov/radon

How Healthy Is Your Child's Bedroom?

SURGEON GENERAL'S WARNING:
RADON CAUSES LUNG CANCER
YOU SHOULD TEST YOUR HOME

Radon is an invisible radioactive gas that seeps into your home from underground. Radon attaches itself to your child's lungs, where it can begin the process of causing lung cancer. The only way you can tell if your home has dangerous levels of Radon is to test for it. Once detected, homes with high levels of Radon can be easily fixed.
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www.epa.gov/radon

www.epa.gov/radon/rnactionmonth.html



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2. Radon Campaign Creative Approaches: Consumer Newspaper

**SURGEON GENERAL'S
WARNING:**

Cigarette Smoking
Causes Lung Cancer.

**SURGEON GENERAL'S
WARNING:**

Radon Causes Lung Cancer.
You Should Test Your Home.

The U.S. Surgeon General recommends that your home be tested for Radon. Radon is the second leading cause of lung cancer. If you have never smoked, Radon is the number one cause of lung cancer. Radon is an invisible radioactive gas that seeps into your home from underground, and the only way you can tell if you have dangerous levels of Radon in your home is to test for it. Radon problems can be easily fixed. For testing information, call or visit:

1-800-SOS-RADON www.epa.gov/radon



www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

2. Radon Campaign Creative Approaches: Consumer Real Estate Magazine

HOW DO YOU KNOW
IF YOU'RE BUYING
A HEALTHY HOME?

Educated home buyers ask smart questions - how long has the home been on the market, are the sellers negotiable and has the home been tested for Radon?

Become an educated home buyer and ask your real estate agent about Radon.

Radon is an invisible, odorless, radioactive gas that can cause lung cancer. Radon seeps into homes from underground and once inside, can become trapped and build up to dangerous levels that can cause lung cancer.

For helpful information, call or download the EPA's "Home Buyer's and Seller's Guide to Radon."

1-800-55-RADON
www.epa.gov/radon

Surgeon General's Warning
Radon Causes Lung Cancer.
You Should Test Your Home.

The advertisement features a woman in a black business suit holding a "FOR SALE" sign and a folder, standing in front of a house. The text is arranged to the right of her, providing information on radon testing and resources.

www.epa.gov/radon/rnactionmonth.html



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2. Radon Campaign Approaches: Real Estate Professional Magazine

JOIN THE RECOGNIZED
AUTHORITIES WHO RECOMMEND
TESTING HOMES FOR RADON.

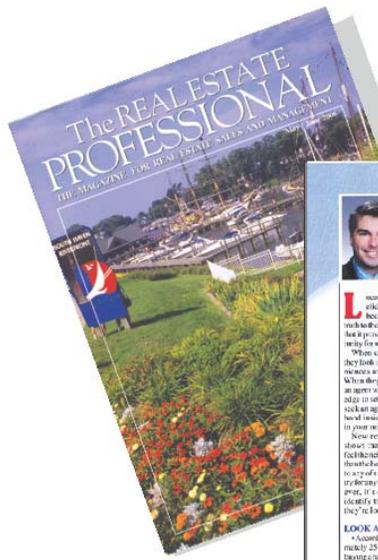
U.S. Surgeon General
American Medical Association
World Health Organization
American Lung Association
National Safety Council
National Academy of Sciences

The EPA urges all agents to join these nationally recognized health experts in recommending that their clients' homes be tested for Radon. Studies have demonstrated that homes with high levels of Radon can cause lung cancer. The only way to tell if there is a high level of Radon is to test for it. The good news is that homes with high levels of Radon can be easily fixed. Educate your clients about Radon and give them peace of mind that they are buying a healthy home. For helpful information, call or download the EPA's "Home Buyer's and Seller's Guide to Radon."

1-800-55-RADON www.epa.gov/radon

www.epa.gov/radon/rnactionmonth.html

2. Radon Campaign Creative Approaches: New Home Construction Trade Magazine



Sales & Marketing

Corner The Listings Market In Your Neighborhood

By Mark Powell

Location, location, location. It's a cliché, but it's true that clients become clients because their neighborhoods are the place that they want to live. The place that they want to live is the place that they want to live in. The place that they want to live in is the place that they want to live in. The place that they want to live in is the place that they want to live in.

LOOK AT THE FACTS

- According to the Census Bureau, approximately 25 million new homes are built each year in the United States.
- About 80 percent of new home construction is in the form of single-family detached homes.
- The average new home is sold within 30 days of completion.
- The average new home is sold for a profit of 10 percent.

Here are some tips to consider:

- Advise your clients to consider the location of the home.
- Advise your clients to consider the quality of the construction.
- Advise your clients to consider the price of the home.
- Advise your clients to consider the features of the home.
- Advise your clients to consider the location of the home.

JOIN THE RECOGNIZED
 AUTHORITIES WHO RECOMMEND
 TESTING HOMES FOR RADON.

U.S. Surgeon General
 American Medical Association
 World Health Organization
 American Lung Association
 National Safety Council
 National Academy of Sciences

The EPA urges all agents to join these nationally recognized health experts in recommending that their clients homes be tested for radon. Studies have demonstrated that homes with high levels of radon can cause lung cancer. The only way to tell if there is a high level of radon is to test for it. The good news is that homes with high levels of radon can be easily fixed. Educate your clients about radon and give them peace of mind that they are buying a healthy home. For helpful information, call or download the EPA's "Home Buyer's and Seller's Guide to Radon."

1-800-55-RADON www.epa.gov/radon



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September 6, 2007

2. Radon Campaign Creative Approaches: Consumer New Home Construction

A family of four (father, mother, and two children) are smiling and wearing white hard hats on a construction site. A large, stylized stethoscope graphic is overlaid on the image, with the chest piece positioned near the family and the tubing looping around the text.

“Did you know that even a brand new home could present a risk of lung cancer for your family?”

Fuad Reveiz,
Member of the National Association
of Home Builders

EPA

Radon gas rises up from underground and can enter any home, old or new. When your family breathes it, it can damage the lungs. Radon is the leading cause of lung cancer after smoking and for non-smokers, it is the leading cause of lung cancer, period. Because you can't see, smell, or taste radon, only testing can confirm whether this dangerous gas is collecting in your dream house. Houses can be built to resist radon gas from seeping in. Simple building and venting techniques will reduce the chance of high radon levels building up in your new home. Designing and building your home to be radon-resistant is especially easy and affordable during construction. Be sure to talk to your builder about it.

Learn more about radon-resistant homes:
www.epa.gov/radon

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www.epa.gov/radon/rnactionmonth.html



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2. Radon Campaign Creative Approaches:
New Home & Building Green Media Campaign
 - Builder Fuad Reveiz Testimonial about ease of Radon Resistant New Construction
 - Debuts in “Builder” Magazine
 - New Radio PSAs, English & Spanish
 - Available in Print & Radio

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

2. Radon Campaign Creative Approaches: New Home Construction Trade Magazine

"WHEN YOU BUILD A RADON-RESISTANT HOME, YOU CAN EXPECT HEALTHIER CUSTOMERS AND A COMPETITIVE EDGE."

- Fuad Reveiz, Member of the National Association of Home Builders

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In my experience, homes built for health and safety sell faster. More and more of my customers know the importance of indoor air quality to their families' health. They know one of the most dangerous indoor air pollutants is radon. Radon is a deadly radioactive gas that rises up from underground and seeps into your home. Breathing in radon can cause lung cancer. In fact, radon is the leading cause of lung cancer after smoking – and among non-smokers it's the leading cause of lung cancer, period. The good news is you can build your customers a safer, healthier, radon-resistant home. The techniques to prevent radon from entering a home are practical and straightforward for any builder. It's an inexpensive way to offer families a benefit that could reduce their risk of lung cancer. And it's a smart way to build trust between you and your customer.

For more information on building healthier radon-resistant homes, visit: www.epa.gov/radon

"WHEN YOU BUILD A RADON-RESISTANT HOME, YOU CAN EXPECT HEALTHIER CUSTOMERS AND A COMPETITIVE EDGE."

- Fuad Reveiz, Member of the National Association of Home Builders

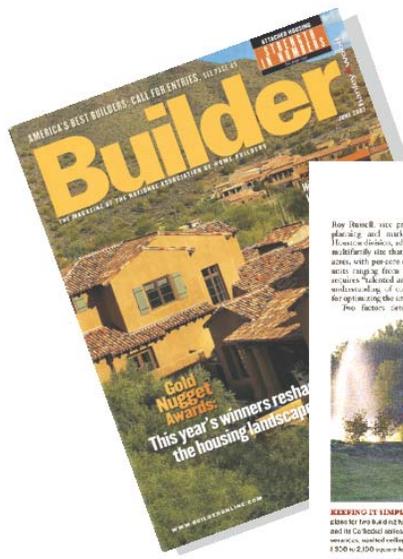
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www.epa.gov/radon/rnactionmonth.html

2. Radon Campaign Creative Approaches: Real Estate Professional Magazine



How do you sell strategic planning and marketing for a contractor? House design, adds that developing a multifamily site that might have only 12 acres, with per-acre densities of 80 to 75 units, might force it to do less with more. "I had architects and a best understanding of customer preferences for organizing the smaller space."

Two factors determine density, says builders market demand and municipal regulation. Each presents challenges, although the two is proving to be a case where the builders in deal with them the second. For example, Rainbow-Harvey has five different municipal building schemes, including a "cracker" tracked one. It's perfect for users looking for an attractive alternative. Builders say his company's plans are flexible enough that it can alter its product mix depending on market and local conditions.

Rainbow-Harvey town developers of lots to be built on some parcels are looking. Other builders in more populous areas start more. "We try to get as high a density as we can," says Stalk of developers, whose recent projects have been a 100-unit unit to the acre. But he thinks the broader acceptance of the traditional neighborhood development concept has softened some municipalities' resistance to attached housing. This type of project, many markets will more "friendly" under in terms of zoning, traffic, congestion and children. "We build attached in two markets, one two or three six stories, two aren't there yet and a three or four in one and another," says Alan of Gerry McGowan Enterprises of Atlanta. He says that municipalities also regularly demand "special design" but has not "more amenities," such as parks. "The key is to create a sense of community and the project [with] surrounding area."

While municipalities' attitudes might change the perceptions about attached houses might change in the future, even it's still not a sure bet. One of a number of projects, the Atlas in Columbus in Dublin, Ohio, at least 100 units in a multi-story building. A multi-story building is a natural fit for attached units, and it's one that is being built with a density of 100 to 120 units in the new line by Columbus, which is a commitment of the city with the developer. "We're going to build a multi-story building, and it's a great fit for attached units," says Stalk.

KEEPING IT SIMPLE: Epcon Construction is showcasing a new set of four floor plans for two- and three-story homes, with video and photos that have space, views, and in the local area, with the color "The Arbor" and "The Clearview" that include ceramic, wood, tile, and stone accents in design. The "The Arbor" features single level 1,500 to 2,000 square feet and two \$180,000 to \$200,000.



154 • BUILDER JUNE 2007

www.epcon.com

"WHEN YOU BUILD A RADON-RESISTANT HOME, YOU CAN EXPECT HEALTHIER CUSTOMERS AND A COMPETITIVE EDGE."

- Paul Revitt, Member of the National Association of Home Builders

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FAMILY ROOM RADON-RESISTANT

In my experience, homes built for health and safety sell faster. More and more of my customers know the importance of indoor air quality for their families' health. They view one of the most dangerous indoor air pollutants as radon. Radon is a deadly, radioactive gas that rises up from underground and seeps into your home. Breathing in radon can cause lung cancer. In fact, radon is the leading cause of lung cancer after smoking - even among non-smokers! It's the leading cause of lung cancer, period. The good news is you can build your customer's a safe, healthy, radon-resistant home. The best news is when I radon test a home, I can be sure it's radon-free and safe for any family. It's a radon-free home, an offer families a benefit that could make the sale of long overdue. And it's a smart way to build trust between you and your customer!

For more information on building healthier radon-resistant homes, visit: www.epa.gov/radon or call 202-343-9418

EPA

Circle 11 on application information



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2. Radon Creative Approaches: Consumer Billboard

WARNING:

RADON CAUSES LUNG CANCER

**The U.S. Surgeon General Recommends
Testing Your Home For Radon**

1-800-SOS-RADON www.epa.gov/radon



www.epa.gov/radon/rnactionmonth.html



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3. New Radon Media Campaign – Media Distribution

All Radon PSAs including past campaigns are available to be previewed and ordered by visiting:

- www.epapsa.com

Preview & Order TV, Radio & Print

Note: This Web site is under renovation. A new and improved Web site will be up by September 30, 2007.

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

3. New Radon Media Campaign – Media Monitoring

Media usage results can be viewed at:

Fertiledata.com

Login: Radon

Password: Media Results

A screenshot of a web browser window showing the login page for Fertiledata.com. The browser's address bar displays "https://secure.fertiledata.com/cgi-bin/report". The page header includes the Fertiledata logo and navigation links for Home, Campaigns, Contact Us, Help, and Log Out. The main content area contains a login form with the following fields and text:

Please log-in to continue:

Username:

Password:

If you are missing your user name or password,
please contact us at service@plowsharegroup.com

www.epa.gov/radon/rnactionmonth.html



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3. New Radon Media Campaign – Media Monitoring

Tracking Report for Surgeon General's Warning Campaign - TV

TV Airings: 21,249
TV Value: \$7,237,378

Last Update: August 21, 2007

Commercials Aired:

Surgeon General's Warning (TV: 50)	9,840	\$3,167,516
Surgeon General's Warning (TV: 30)	6,980	\$2,591,970
Surgeon General's Warning (TV: 20)	5,489	\$1,473,451
Oro Ariso (TV: 30 Spanish)	52	\$4,340

Filter Options

Start date: [] End date: [] Media Type: TV Show: Show All Sort By: Media Name

Page 1 of 14

Media	Affiliate	DMA	DMA Rank	Affinity Index ¹	City	State	Last Airing (P-H-R)	Airings	Value(\$)
KABB	FOX	San Antonio	37	64	San Antonio	TX	2007-04-18	36	17,062
KAKR	Telemundo	Corpus Christi	128	20	Corpus Christi	TX	2007-04-30	23	3,671
KAKE	ABC	Wichita - Hutchinson Plus	67	28	Wichita	KS	2007-07-26	1	66
KALB	NBC	Alexandria	176	108	Alexandria	LA	2007-08-11	90	10,589
KALR	IND	Missoula	189	1	Missoula	MT	2007-05-07	30	2,831
KARL	NBC	Amarillo	129	56	Amarillo	TX	2007-08-12	20	3,262
KARE	NBC	Minneapolis - St. Paul	14	8	Minneapolis	MN	2007-04-18	54	25,623
KARL	CW	Little Rock - Pine Bluff	56	318	Little Rock	AR	2007-07-29	22	2,157
KATV	ABC	Portland	24	141	Portland	OR	2007-03-11	16	660
KATV	ABC	Little Rock - Pine Bluff	56	19	Little Rock	AR	2007-07-19	42	20,902
KAZQ	IND	Albuquerque - Santa Fe	49	1040	Albuquerque	NM	2007-05-16	118	14,265
KBAK	CBS	Bakersfield	130	49	Bakersfield	CA	2007-04-25	136	77,016
KBYK	IND	Fresno - Visalia	37	52	Fresno	CA	2007-06-25	352	113,778
KBYZ	FOX	Butte - Bozeman	194	158	Butte	MT	2007-05-22	36	4,427
KBYZ	CBS	Butte - Bozeman	194	229	Butte	MT	2007-08-11	50	6,128
KCAL	Other	Los Angeles	2	0	Los Angeles	CA	2007-02-26	28	9,490
KCBD	NBC	Lubbock - Fayetteville - Spring	147	60	Lubbock	TX	2007-05-24	53	19,345
KCBS	CBS	Los Angeles	2	5	Los Angeles	CA	2007-02-26	26	9,490
KCCI	CBS	Des Moines - Ames	73	100	Des Moines	IA	2007-04-18	36	12,140

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

3. New Radon Media Campaign – Media Monitoring

https://secure.fertiledata.com – Plowshare Reports | Tracking Report

One Dock Street Stamford, CT 06902 203.425.3949

fertiledata
PlowShare Group, Inc.

Close this window

Detail Tracking Report for **Surgeon General's Warning Campaign - TV**

KALS
Missoula
n/a
Missoula, Montana
n/a

Affiliate: IND
DMA: Missoula
DMA Rank: 169
Affinity Index: 1
Airings: 30
Value: \$2,831

Close this window

Page 1 of 2

Date	Time	Commercial	Program Name	Value
2007-05-07	5:59 PM	Surgeon General's Warning (TV: 20)	MALCOLM IN THE MIDDLE	158
2007-04-29	8:59 AM	Surgeon General's Warning (TV: 20)	HOUR OF POWER	41
2007-04-22	9:29 AM	Surgeon General's Warning (TV: 20)	WORD OF LIFE	105
2007-04-21	4:28 PM	Surgeon General's Warning (TV: 20)	PAID PROGRAM	158
2007-04-14	11:59 AM	Surgeon General's Warning (TV: 20)	PAID PROGRAM	105

Date	Time	Commercial	Program Name	Value
2007-05-07	5:59 PM	Surgeon General's Warning (TV: 20)	MALCOLM IN THE MIDDLE	158
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2007-04-21	4:28 PM	Surgeon General's Warning (TV: 20)	PAID PROGRAM	158
2007-04-14	11:59 AM	Surgeon General's Warning (TV: 20)	PAID PROGRAM	105
2007-04-08	9:29 AM	Surgeon General's Warning (TV: 20)	WORD OF LIFE	105

Close this window

secure.fertiledata.com



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September 6, 2007

4. Your Involvement

Making The Call - Goals

End with an Ask

- Please run the PSAs
- Offer content about prevention, local stories, health info, statistics
- Give local hotline: 1-800-SOS-RADON
- Website: www.epa.gov/radon
- Arrange spokespeople for interviews on community affairs programs or news programs

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

4. Your Involvement

Conclusions

- Strong media relationships DO increase PSA placements
 - It's a year-round effort
 - Keep the media aware of your progress

- Media relationships yield benefits to you
 - Raises profile of your organization in community
 - Helps the media & audience access local resources, programs & services
 - Helps media be socially responsible and active partners serving the community

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

Polling Question

- Which radon public service announcements will you ask your local media to run?
 - Television
 - Radio
 - Magazine
 - Newspaper
 - Billboard

www.epa.gov/radon/rnactionmonth.html



Radon Webinar

September 6, 2007

National Radon Poster Contest

Kristin Marstiller
National Safety Council
202-293-2270 ext. 469
marstilk@nsc.org

www.epa.gov/radon/rnactionmonth.html





Radon Webinar

September 6, 2007

Changes in Guidelines and Criteria

- No longer have hand-drawn and computer-generated categories – just one category for both
- No longer require electronic submissions
- No longer require 11" x 17" paper
- Simplified topics – took out radon resistant new construction and mitigation systems

www.epa.gov/radon/rnactionmonth.html



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September 6, 2007

State Contests

- NSC asked State Radon Contacts to be the point of contact to market each state contest and 35 states have appointed someone to work on the program
- NSC sent tri-fold brochures and mailing labels for schools to the state contacts for those that are participating
- NSC sent out brochures directly to the schools in the states that are not participating
- The State Contests are running from July 1 to October 15
- The State Radon Contacts will judge the state contest and send top three winners to NSC

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September 6, 2007

Other Distribution Channels

Brochures were also sent to EPA regional offices, regional training centers, and other interested parties. They were distributed at the National Science Teacher's Association National Convention.

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September 6, 2007

National Radon Poster Contest

Our goal is to have a poster entry from every state, territory, tribal nation, and the Department of Defense schools.

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Free CD-ROM on Planning Award Ceremony (Available in October)

- checklist for planning a ceremony
- information on selecting a facility
- templates for notification letters
- invitations
- budget spreadsheet
- press releases
- and more

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National Contest

- All state winners should be received by November 1st
- Judging for national winners will be by November 15th
- National winners will be notified by December 1st
- Collateral will be designed and printed by January 1st
- Award Ceremony will be held mid to late January

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The National Prize

- 1st, 2nd, and 3rd place winners with parent and teacher will come to Washington, DC, in January for the National Award Ceremony. They will be taken on a tour of the city and given an opportunity to visit their Congressional representatives.
- Book covers, bookmarks, posters, mouse pads will be made from the winning poster and distributed in 2008

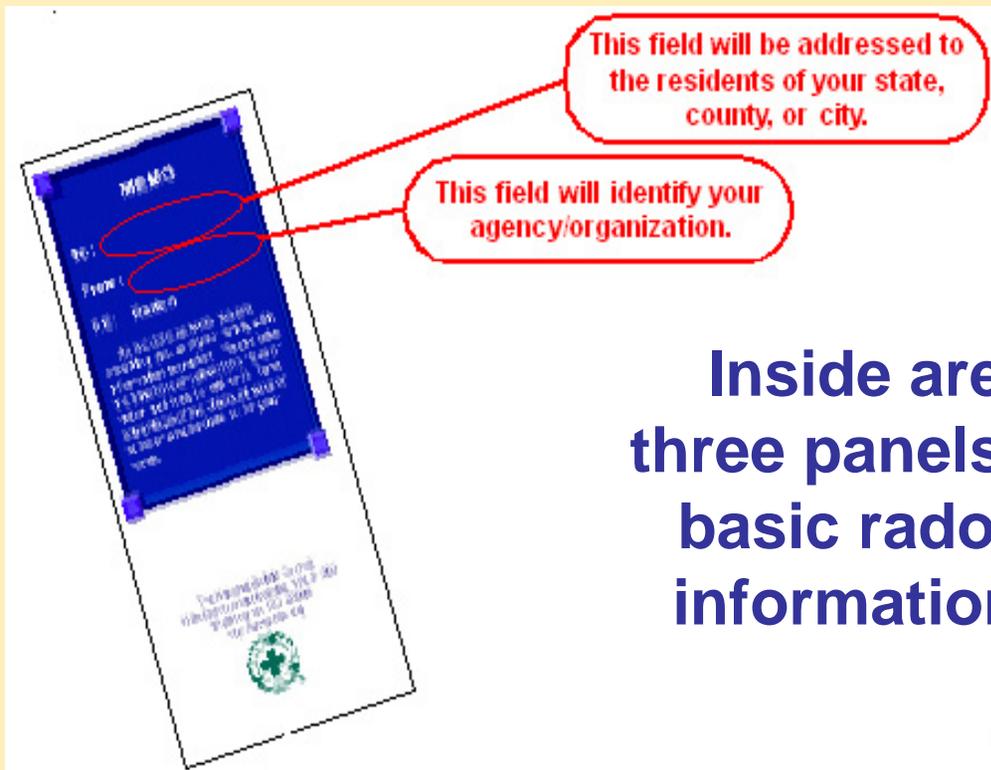
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September 6, 2007

Customized Radon Brochure



This field will be addressed to the residents of your state, county, or city.

This field will identify your agency/organization.

Inside are three panels of basic radon information.



The coupon has a unique identifying number to allow for tracking

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September 6, 2007

If you would like to receive:

- 2008 contest brochures
- 2007 collateral
- Award ceremony CD-ROM
- Customized radon brochure

Contact me at:

Kristin Marstiller
National Safety Council
marstilk@nsc.org
202/293-2270 ext 469

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Radon Professionals Saving Lives

Peter Hendrick
American Association of Radon
Scientists and Technologists
603-756-9259
director@aarst.org



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An Opportunity To Tell Radon's Story

- Radon Professionals - We want you!
- You are a Key Resource
- Become Involved
- Start Thinking About Other Stakeholders
- Invite them to Join You
- Plan Events Now!
- Share the Story

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Radon Webinar

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An Opportunity To Tell Radon's Story

Goals for the professional community

- 20 AARST events nationwide
- Resource for factual information
- Assist Local, State and Federal Officials
- Work with Partnering NGOs
- Contact your local Leaders
- Provide resources to the Media and Public
- Relay Media Inquires to Key Scientists and Radon Speakers Bureau

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AARST Resources

- AARST Chapter Events in 16 States
- Links to Communication Resources
- NRAM Resource updates November through January – through weekly AARST e-grams to 2,000 radon professionals

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National Radon Action Month Communications

- **AARST - NRAM Press Releases**
 - Ongoing to the Media
 - Ongoing to the Professionals
- **Two Speakers Bureaus**
 - NEHA-NRPP
 - AARST Key Scientists and First Person Referrals

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September 6, 2007

Be on the NRAM Team All Year

- Begin 2008 with the NRAM Events
- Continue All Year
- Chapters and AARST professionals can partner all year with:
 - The National Safety Council
 - ACS “Relay for Life - Team Radon” Events
 - The American Lung Association
 - Your local and state radon programs
- Contact: director@aarst.org

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September 6, 2007

Polling Question

Which of these actions will you take for National Radon Action Month?

1. Check out the National Radon Action Month Event Planning Kit, Web site, Webinars, E-newsletter, etc. to explore ideas, approaches, partners, resources for a variety of activities and events.
2. Work with local AARST Chapter to conduct an activity or event, e.g., conduct radon test or mitigation demonstration, access AARST Speakers Bureau.
3. Promote the Radon Poster Contest, e.g., encourage your local school to participate in the Contest and hold a state/local award ceremony.
4. Work with local media to cover your activity or event.
5. Post your activity or event on EPA's National Radon Action Month Web site.

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Radon Webinar

September 6, 2007

Wrap-up

- Questions and Answers
- Bring your National Radon Action Month topics to the National Radon Meeting for discussion during the Wednesday afternoon “Open Space” session
- Stay tuned for a notice about the October National Radon Action Month Webinar featuring state radon programs and their partner organizations

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