

National Radon Action Month Webinar - Questions & Answers
September 6, 2007

1) What materials (brochures, etc.) are available for me to use in my business as a home inspector to increase awareness for testing? How do we obtain the new campaign materials?

The National Safety Council (NSC) can provide a customized brochure for any business. Brochure content includes questions and answers about radon, telephone and Web sources for additional information, and a coupon for purchasing a radon test kit at a discounted price through NSC. Please send an email to marstilk@nsc.org requesting the brochure, providing the company name. Also, NSC can provide a PowerPoint presentation and radon pens. NSC has posters, book covers, and for a limited time mouse pads available from the 2007 poster contest. Again, email Kristin Marstiller at marstilk@nsc.org for any of these materials.

Also check with your state radon program office to see if they have created localized radon information for the public. Many states have accepted EPA documents for public education on radon.

EPA documents such as the Citizens Guide, Home Buyers and Sellers Guide and the Consumers Guide to Radon are downloadable at www.epa.gov/radon. Anyone can reprint an EPA document for distribution as long as the content is not changed. Some of these documents have a place to stamp or add local contact information. EPA can provide a document CD for making copies. For more information, contact Diane Hamilton at 202-323-9427 or Hamilton.Diane@epa.gov.

All Public Service Announcement (PSA) materials (TV, radio, magazine, newspaper, etc.) are downloadable by visiting www.epapsa.com. The new radon PSAs featuring radon resistant new construction are expected to be posted by September 30, 2007.

2) We are proposing legislation for 2008 in Iowa. Would AARST help promote this legislation by lobbying or other means?

AARST and other organizations are able to assist in this effort at the state level, including guidance from the National Conference of State Legislatures (NCSL). NCSL will actually be hosting a conference of legislators in Iowa in October that will be working on the radon issue as one of three key areas of environmental health. There are a number of legislative models that have been developed by such groups as the Environmental Law Institute and AARST but each state usually develops laws specific to that constituency's needs and goals. The key is building a broad base of stakeholder support. Contact Peter Hendrick at director@aarst.org for additional details and contacts.

3) Is there any coordination to broadcast the radio spots on satellite radio? (Particularly Spanish stations)

Satellite radio is a part of the radio distribution schedule and we have forwarded the PSAs to contacts at XM and Sirius radio. We also have outreach within specific channels such as Lime and Martha Stewart Living.

By the way, the NSC has a National Hispanic Indoor Air Quality Hotline at (866) 528-3187.

4) Are any media events using this material scheduled for months prior to January 2008?

No specific national media events are planned using the new radon PSA materials for the months prior to January 2008. However, the U. S. Department of Agriculture's Healthy Indoor Air for America's Homes annually recognizes the third full week in October as Radon Action Week. For 2007 it is October 21-27. Visit their website for ideas at http://www.montana.edu/wwwcxair/October_radon.htm. Some state and local radon programs may observe this week as the kick off to the cool weather radon testing season.

Please let EPA HQ know about your radon outreach activities/events, particularly those for National Radon Action Month (January). The National Radon Action Month Web site address is <http://www.epa.gov/radon/rnactionmonth.html>. Stay tuned for an announcement by EPA in October to notify you of updates to the Web site, including access to new/improved resources to help plan your activity/event, a streamlined means to post a brief description of your activity/event and publicize it, and a way to learn what activities/events others are doing and their successful results.

5) Can you tell us that user name and password for fertile.com again?

For all media results visit:

www.fertiledata.com

User: radon

Password: media results

6) Digital billboards have become quite common around metropolitan areas...can you provide material that we could use for them?

Yes, please call Jeff Boal @ (203) 425-3949 or email jeff@plowsharegroup.com for additional details on this request.

7) Can you provide a 'one pager' which justifies work with increased airings of PSAs? The November timeframe is not the only problem (political issues). Super Tuesday in February will cause problems at start of year and for NRAM.

There are going to be greater challenges to PSA placement in the coming year [2008] due to reduced available inventory. This will require additional and creative outreach efforts to both national and local media outlets. It is our assumption that there will be fewer PSA advertiser competitors; therefore, that may somewhat balance the reduction in total avails. Radio may be a broader opportunity simply because there are so many more outlets than there are in TV.