

Communications Plan
For the
Cleveland Clean Air Century Campaign



10/15/05

Background

The United States Environmental Protection Agency (US EPA) and the City of Cleveland, Ohio are working together on a new approach to air toxics control that will serve as a model for communities nationwide. A dedicated group of Cleveland residents, organizations, agencies and businesses have come together with the US EPA and OhioEPA to implement projects that will protect public health in the city. This voluntary, community-based initiative is the Cleveland Clean Air Century Campaign (CCACC).

The CCACC evolved from the Cleveland Air Toxics Pilot Project. The Cleveland Pilot began in March 2001 with the establishment of a working group of community leaders representing Cleveland's neighborhoods, businesses and environmental, educational, and governmental organizations. The initiative is funded by the US EPA and administered by the American Lung Association® of Ohio.

The goals of the CCACC are to (1) reduce air toxics in Cleveland with a special focus initially on two selected neighborhoods-St.Clair/Superior and Slavic Village; (2) strive for project sustainability over time within the community; and (3) help the approach be replicated in other communities

Communication Plan

The purposes of this plan:

To provide a blueprint for comprehensive communications and public relations support for a successful campaign. To articulate communications objectives for the Cleveland Clean Air Century Campaign.

Communication Goal

To promote awareness of the Campaign, and contributions to it by engaging Northeast Ohioans in activities promoting the goals of the campaign

Communications Objectives

- Develop and communicate messages necessary to attract people and recognition
- Develop and communicate messages necessary to raise awareness and change behavior
- Improve and enhance understanding and support for campaign projects
- Communicate the importance of the work being done and how CCACC projects affect the quality of life in Northeast Ohio
- Strategically report on milestones of the CCACC
- Increase Northeast Ohio's involvement and support (funding, and etc.) of the CCACC
- Maintain meaningful exchanges between CCACC stakeholders

Overarching Messages

- Reducing air toxics is important for the community's well-being
- The CCACC stakeholders are committed to working together to improve health in northeast Ohio, by reducing air toxics

- Considerable progress has been made towards the common goal of reducing air toxics in northeast Ohio. To continue reducing air toxics government, businesses, and residents must participate. No single entity can do it alone.

Audiences

- government
- institutions
- residents
- funders
- non profit organizations
- for profit organizations
- advocacy groups
- media

Slogan

Working Together for Cleaner Air

Tools and Vehicles

Communications Products/Activities

- communications plan
- press releases
- special events
- speeches/presentations
- press packets
- speaking points
- media interviews

Public Involvement Products/Activities

- websites
- newsletters/updates
- fact sheets
- displays/exhibits/posters
- participation in related events/conferences/trade shows

Media Outlets

- Cleveland Plain Dealer
- Crain's Cleveland Business
- Sun Newspapers
- WCPN (NPR)
- Growth Association (Council of Smaller Enterprises-COSE)
- Scene Magazine (alternative weeklies)
- Free Times (alternative weeklies)
- Hearth Publications (children/family monthly)
- The Federation for Community Planning, a media guide for press releases
- African-American media outlets such as Cleveland Life, Crusader, Kaleidoscope
- Neighborhood papers such as Neighborhood News (Slavic Village) and St. Clair Superior Spotlight, Inside Tremont, and other neighborhood outlets
- Balanced living
- Cleveland Challenger
- Cable television and public access

Venues for Outreach

- local health fairs
- town hall meetings
- neighborhood centers association events
- annual meeting of Slavic Village neighborhood
- Earth Day
- annual meeting of St.Clair Superior Neighborhood Association
- back-to school events