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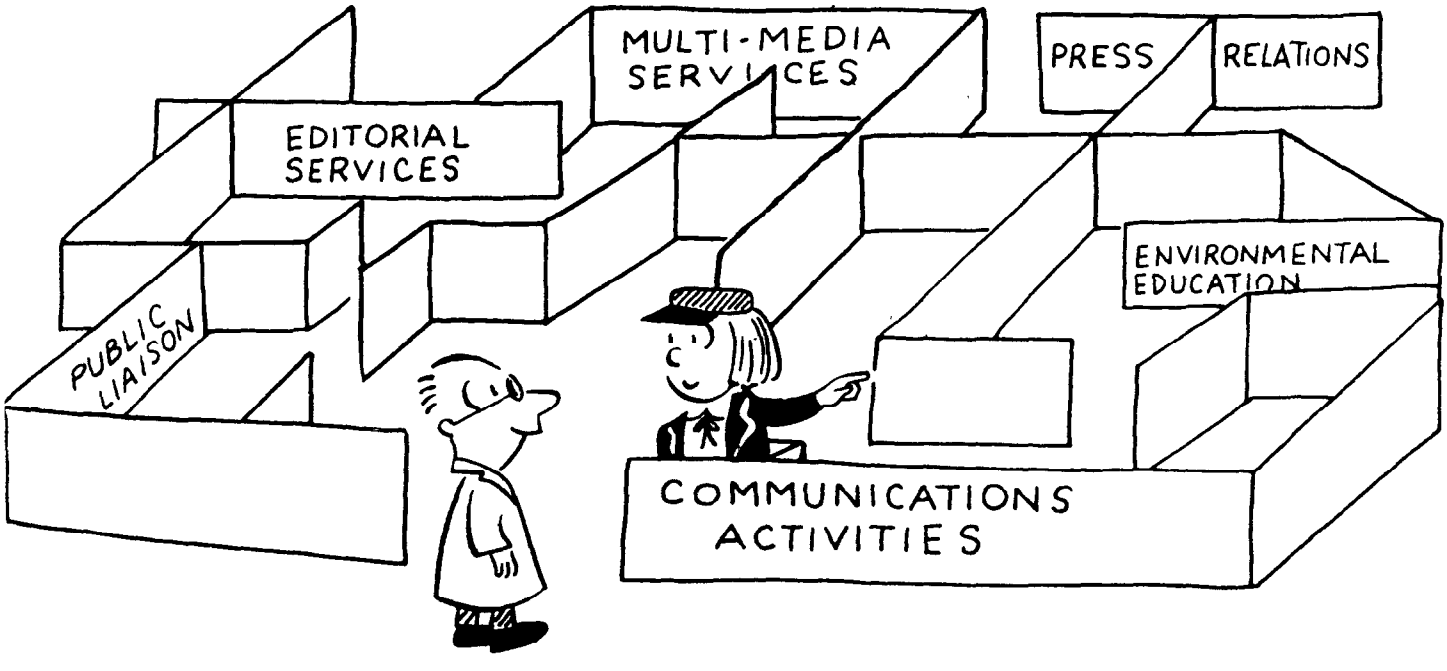
Spreading The Word

A Guide To OCEPA Services



Spreading the Word

A GUIDE TO OCEPA SERVICES

Why This Guide?

1. To help you "get the word out" to your audiences: Communication is vital to EPA's mission
2. To describe the services of EPA's Office of Communications, Education, and Public Affairs
3. To list and explain effective communications tools you can use
4. To provide contact points for coordinating major Agency communications efforts

Did You Know...

- Proper timing can help attract the attention of an important reporter or news outlet to your activities?
- There is an EPA service to get your news stories to radio stations?
- There are video products and services at EPA that enhance your chances of getting news about your good work on television?
- Someone at EPA can help you anticipate what business and environmental groups will think and say about your next regulatory decision?
- Computer software is available that can help you write your publications to match the reading and interest level of your intended audience?
- There are ways to write letters-to-the-editor or opinion articles so they have a better chance of getting printed?
- EPA has an Environmental Education Division that can help you communicate with students and educators?

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Why Should You Care About Communications?

ALTHOUGH EPA is a regulatory agency, the scope of environmental concerns is such that public support and participation are essential. People outside the Agency need to know what we are planning and doing and what they can do to help the environment. Thus *public information and education are vital to EPA's mission.*

HOW OCEPA CAN HELP YOU COMMUNICATE YOUR MESSAGE

THE OFFICE OF COMMUNICATIONS, EDUCATION, AND PUBLIC AFFAIRS, part of the Office of the Administrator, is the primary public liaison unit for the Administrator *and the Agency*. The "public" includes the news media, industry, environmental and civic organizations, educators, all other groups with a special interest in the environment, and the general population.

OCEPA's role is to guide, support and coordinate Agency communications, both within EPA and with much of the outside world; and to help other EPA offices (YOUR office) do the same thing. This is *a symbiotic relationship*: your office does good work; OCEPA helps you get your message out to many audiences.

PUTTING OCEPA'S KNOWLEDGE TO WORK

Through training and experience, OCEPA's staff knows the content, style and timing of the information needed to serve the Agency's many constituencies. When you explain to OCEPA staffers what actions you're planning to take, they put themselves in the shoes of the audiences. They try to understand WHAT information is needed and HOW it needs to be presented and delivered for greatest impact. *Together, you and OCEPA create the right message and the most effective products.*

PLANNING AN INFORMATION PROGRAM

Begin planning any information program by addressing some basic questions. The answers should help you and OCEPA determine what needs to be done.

❶ What is your goal?

❷ Who is your audience?

❸ What do you want people to know?

❹ How well does your audience understand the issue?

❺ What approaches and products will reach them most effectively?

❻ How are you going to organize your resources to most efficiently achieve your goals?

❼ Do you have management's commitment for your idea or effort?

This Guide and your contacts with OCEPA staffers should help you answer these questions. The Guide will be updated periodically; please notify the Editorial Services Division (260-4359) of any changes that should be reflected in the Guide or in our mailing lists.

WHEN TO USE OCEPA

EARLY! It takes time to plan and coordinate outreach efforts and to produce new products. **Alerting OCEPA when you are *first considering or planning an action* will help ensure that you'll get the best possible service. It also could save you time, effort and even money.**

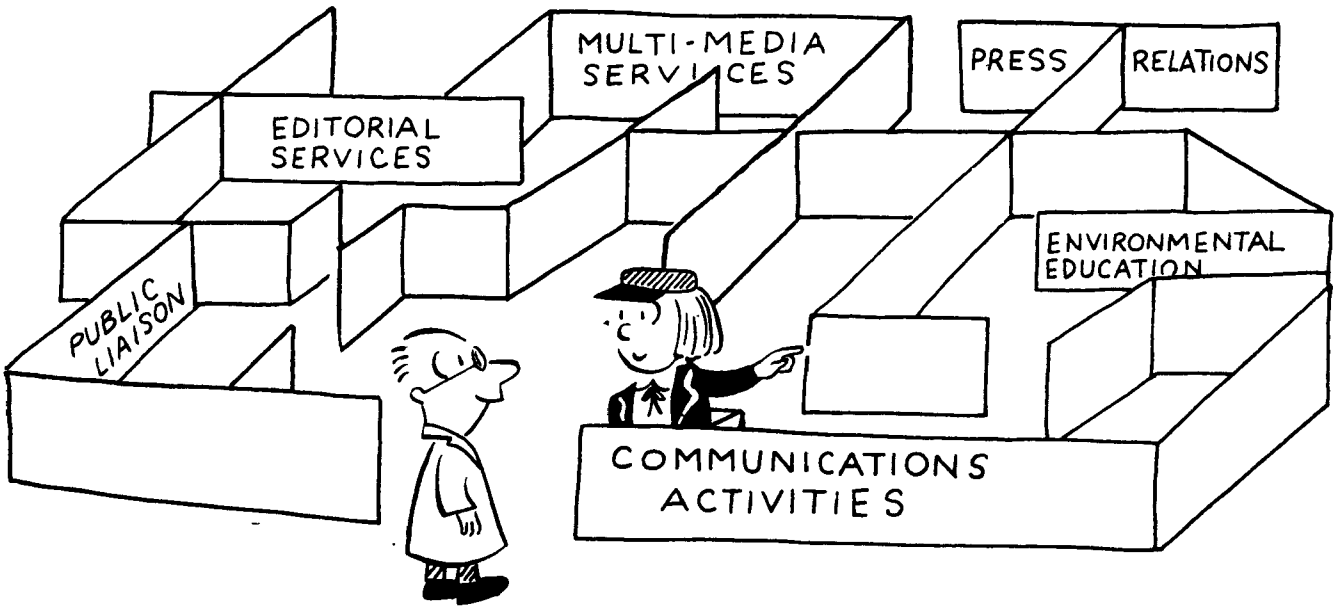
The sooner you let us know, the more effective your communications efforts will be.

HOW TO FIND YOUR WAY THROUGH OCEPA

Let's say you have a regulation to propose, a policy decision to announce, an idea for a publication, or some other need to communicate with a segment of the public. You have several options; some are better than others, some fit personal styles better than others, some are affected by whom you are used to dealing with. Here's a path you can follow that will save you effort and get results:

Following are brief descriptions of each of these offices, along with tips for taking advantage of their services.

Communications Planning



THE COMMUNICATIONS PLANNING DIVISION is a focal point for EPA communications. It links the Administrator's office, the Associate Administrator for OCEPA, and the rest of the Agency.

The Division is responsible for tracking and coordinating all major communications issues in the Agency and reviewing as well as coordinating the review by other outreach experts of EPA products intended for the public. The Division works closely with you to coordinate these product reviews and develop communications plans for regulatory actions, policy decisions, and other outreach campaigns. It helps enlist the involvement of the Administrator's staff and other Agency offices in your actions. The communications planners are communication experts, and they are very familiar with their assigned programs; that's why they can provide expertise for your outreach activities.

The Division's **Special Projects Section** handles short-term (emergency, one-time, or sporadic) and non-traditional assignments, or ones that cross OCEPA division lines. The Division Director may assign one or more staffers to a project and may ask for the help and expertise of other OCEPA divisions to complete a major project.

HOW IT WORKS

A member of the Communications Planning Division is assigned to your Program to work with your AA/RA's communications contact. Any time you need help with communications and outreach, you should contact your AA/RA's communications contact or your assigned communications planner. You should know that the Administrator expects Programs to develop draft communication plans (with only a few exceptions) well in advance of the anticipated action.

HOW TO USE IT

Your AA/RA's communications contact or the Communications Planning Division can provide you with complete written guidance and a model communications plan that shows you exactly how and when to outline your program's suggestions for communications and outreach activities on any given action. (See Communications Planning Tools, Page 5.)

Share your draft plan ASAP with your planner, discussing what communications actions (for example, on a proposed regulation) are to be taken. Your planner will take the draft plan to the various OCEPA divisions and other outreach experts and get professional advice on your planned activities.

The planner will then get back to you with OCEPA's recommendations. You can receive further detailed guidance and services either through the planner or directly from individual OCEPA divisions. (See the flow chart on Page 3.).

Remember also that the Administrator has directed that all public-oriented products, including publications and videos, must be brought to the attention of OCEPA *at the concept stage*, and reviewed by the Agency's outreach experts *in the final draft stage*. This is necessary to avoid problems such as duplication of effort and policy inconsistencies that have occurred in the past. A handbook on how to participate in this EPA-wide product notification and review process is available from your AA/RA's communications contact or your assigned OCEPA communications planner. (See Communications Planning Tools, next column.)

COMMUNICATIONS PLANNING TOOLS

Communications Plans and Guidance This document describes EPA's standard approach to developing communications plans for regulatory actions, policy decisions, or any other major Agency initiative. It provides a blank form, a filled- out sample, and detailed guidance on when and how to develop these plans.

Developing Products for the Public: A Handbook for EPA Communicators EPA requires that the Office of Communications, Education, and Public Affairs be notified at the concept stage of all new products being developed for distribution to major segments of the public, and that such products also be reviewed in final draft form. *Developing Products for the Public* provides detailed guidance on the notification and review process specifically and on how to develop products for the public in general. Every EPA Communicator should have a copy of this handbook.

THE COMMUNICATIONS PLANNERS

Helga Butler, *Director*
260-1132 W313-B

Doris Fairley, *Staff Assistant*
260-5590 W311-A

	Assignment Area(s)	Phone	Room
Kathleen Daniel	OAR, OIA	260-5965	W313-A
Caren Ewing	Environmental Education, OPPE, OARM, ORD, OGC, OA, OW	260-2556	W313-A
Ruth Robenolt	OPTS, OE	260-1380	W311-A
Robin Woods	OSWER	260-4377	W309-G
SPECIAL PROJECTS STAFF			
Regina Langton		260-8569	W335-A
Mary McInnis		260-4361	W313-D

Public Liaison

THE PUBLIC LIAISON DIVISION (formerly the External Relations Division) is EPA's principal link with the policy-making levels of external constituency groups. These include industry, trade associations, labor and environmental organizations, professional and academic societies, and civic and consumer groups.

The Division maintains two-way communications with these outside groups, ensuring that EPA officials are made aware of their views and that the constituency groups in turn are informed of the full range of environmental issues affecting them and, where appropriate, informed of the opportunity to participate in the Agency's decision-making process. This Division also coordinates and helps carry out the Administrator's high-priority public liaison activities.

HOW IT WORKS

Public Liaison Division staffers are in *constant contact with external groups*, fielding questions and exchanging information by phone, personal contact and formal briefings. The Division also produces a weekly newsletter, *EPA Activities Update*, summarizing the Agency's major actions for external constituencies.

Public Liaison can identify private sector opinion leaders; tell you which issues are important to which groups and where the groups position themselves on policy issues; and provide details on a group's recent contacts with the Agency and samples of its publications. The Division can help you arrange for consultation with constituency groups, so you can inform them of your plans and obtain their reactions and suggestions. In addition, it can provide guidance on and assistance in developing Agency partnerships with external constituent groups.

Each Division staffer serves as a link to one or more constituencies and is also liaison to one or more EPA program offices.

HOW TO USE IT

To ensure the greatest success for your efforts, find out early in the process what various constituency groups know, what they think, and what they're doing. Contact the public liaison staffer assigned to your office when you're developing projects of interest to external groups. Invite the staffer to relevant Program meetings and ask for help in identifying and reaching the right audiences. Get Public Liaison to help you arrange meetings with appropriate group representatives throughout the process of developing new regulations and policies. Doing so will *almost always* improve your final product, and it will reduce the likelihood of adverse reactions and negative confrontations down the road.

PUBLIC LIAISON DIVISION STAFF

Peggy Knight, *Director*
260-4459 W311-C

	Assignment Area(s)	Phone	Room
Carol Singer	*OIA/ White House & CEQ Liaison, Coalitions, Multi-Program Issues, Special Projects*	260-6244	W303-A
Amy Dewey	*OW/ Business & Trade Associations*	260-1031	W303-B
Mark Goldman	*OSWER/ Professional Societies, Housing and Financial Industry*	260-4454	W303-B
Harold Hammock	Update *Requests*	260-4454	W303-D
Elaine Koerner	*OGC, OARM, SAB, ORD, IG, OE/ Environmental & Citizen Groups*	260-2623	W303-C
Doretta Mitchum	Update, *Briefing Logistics, Environmental Equity*	260-3534	W303-C
Mary Popkin	*OPPE, Asbestos/ Labor Organizations, Academic Groups, Educational Institutions*	260-4454	W313-A
Michael Scott	*OPTS/ Agriculture-related and Recreation/ Tourism Industries*	260-5982	W335-A
Sandro Young	*OAR/ Civic & Consumer Groups*	260-2538	W303-A

Press Relations

The Press Relations Division carries out EPA's liaison with the news media. Along with Dave Cohen, Special Assistant to the Administrator for Communications, the Division's managers and press officers speak for the Agency to the press. The Division provides products, such as press releases, news advisories, and (working with the Multi-Media Services Division), radio "actualities" (audio press releases). It creates press opportunities, including formal and informal press conferences and one-on-one interviews. And it offers guidance to Agency officials and staff on prospective and actual news media interest in environmental issues and Agency actions.

Whenever your Program plans an action that the public or

readers of trade publications might need to know about, the Press Relations Division will provide, or advise you about, the best language and approach to use. It also will determine when and how the announcement can best be made so that it has the best chance of getting the attention of busy journalists.

HOW IT WORKS

Press officers and Press Relations Division managers generate news media interest in EPA actions. They make phone calls, write press releases, invite reporters to press conferences and briefings, and arrange interviews between Agency personnel and members of the news media.

Like communications planners and public liaison officers, each press officer has a Program "beat" (Toxics, Water, RCRA, etc). Press officers respond to the continuous flow of reporters' inquiries and, when necessary, enlist the added expertise of Program specialists to fully answer reporters' questions.

When serious errors of fact or interpretation appear in the print media, the Division may write – or help the appropriate Program write – a letter to the editor correcting the error. The Division also distributes speeches, reports and other Agency materials to the news media.

HOW TO USE IT

Alert the Press Relations Division, through your communications planner or directly, as early as possible about upcoming actions that could interest the news media. Channel all outreach to the media through the Press Relations Division and alert the Division about media inquiries. This will keep the entire Agency and the Administrator informed and help ensure that *statements to the press are consistent with Agency policy.*

Press Relations *Continued*

PRESS TOOLS

Press Release A written announcement covering the basic "who, what, where, when and how" of a major speech, regulation, policy or event. The release may include substantial background information and usually is distributed on the day of the event.

Press Advisory A weekly listing of more modest Agency activities that are likely to be of interest primarily to specalized news organizations, such as trade publications. Advisory items normally do not include quotes from EPA officials, but they may carry a Program contact name and number as well as the name of the responsible press officer.

Note to Correspondents An alert to the news media about an item of slightly less impact than would be covered by a press release. A note to correspondents usually is briefer and contains less detail than a press release.

Press Conference A large press event scheduled to announce a major EPA decision. Press conferences are expected to generate significant media interest, and the room is set up to accommodate TV cameras. The principle speaker at a press conference presents the EPA decision in a formal statement followed by a question-and-answer session.

Press Briefing Slightly more low-key than a press conference, this type of news announcement generally does not include on-site TV coverage. Agency officials may accept requests for TV interviews following the event. Reporters attend by invitation.

Press Availability One step down from a briefing, this may not involve any specific announcement, but may merely be a format for making an EPA official available for a wide range of questions from invited reporters.

Press Packet A package of materials distributed at or after a news event, usually containing a press release and general or specific additional written and visual materials (fact sheets, charts, photographs, technical data).

Op-ed Opinion articles printed on the page opposite a newspaper's editorial page. Such pages typically include regular columns and "guest" articles written by public officials and other commentators. Length and style requirements vary among newspapers, but successful op-ed articles usually are not broad-based "puff" pieces. Editors are interested in concise expressions of opinion that present new, controversial, interesting, and important messages and information.

Letters to the Editor A means of correcting errors of commission or omission in a publication's news or opinion sections. They are most successful when brief and when they address a particular point (rifles work better than shotguns). They must be submitted very soon after publication of the item they seek to correct.

Majors The most widely-read and influential general news publications and outlets (The New York Times, The Washington Post, the national news magazines, the major TV networks).

Trades Publications dedicated to a narrow field of interest such as oil production, sewage treatment, or farming.

PRESS RELATIONS DIVISION STAFF

John Kasper, *Director* 260-5589 W311-B

Nanci Martin, *Acting Deputy Director* 260-4366 W311-B

	Assignment Area(s)	Phone	Room
Gwen Brown	*OTS*	260-1384	W313-C
Wendy Butler	*OPTS, OARM, OSWER (Superfund)*	260-4376	W313-C
Martha Casey	*OAR (Mobile Sources, Radon)*	260-4378	W309-G
Al Heier	*OPP*	260-4374	W309-F
Luke Hester	*OIA, OPPE*	260-1383	W307-E
Sean McElheny	*OW*	260-1387	W313-F
Lauren Milone	*ORD, UST, Editorial Response, Regional Liaison*	260-4358	W313-A
Dave Ryan	*OAR (Stationary Sources)*	260-2981	W313-E
Robin Woods	*OSWER (RCRA)*	260-4377	W309-G
CLIPPING SERVICE STAFF			
Janice Sinclair	*Chief*	260-7212	NEG070
Brigitte Alexandres		260-8410	NEG070
Tom Ray		260-7212	NEG070

Editorial Services

THE EDITORIAL SERVICES DIVISION (formerly the Publications Division) helps communicate EPA's message through the written word and the printed image. The Division produces and distributes EPA's award-winning magazine, *EPA Journal*, to internal and external audiences. Beginning in 1992, it will publish an internal newsletter, tentatively titled *EPA InSight*, for all Agency employees. In addition, the Division helps other units of the Agency in writing, editing, designing, and illustrating pamphlets, booklets, reports, and periodicals such as newsletters. It also produces a variety of general-interest publications with the aid of Program and Regional offices, and it develops and enforces Agency-wide publications standards.

By acting as a central clearinghouse for publications, the Editorial Services Division tries to avoid duplication and inconsistency among editorial products developed by various EPA offices. It also helps ensure that the Agency's publications accurately reflect Agency policy and meet all federal rules for publishing. The Division has been working with the Office of Administration and Resources Management to create a computerized publications tracking and inventory system. This system will make up-to-date information on EPA publications, audio-visual products, and electronic information sources available to everyone in the Agency and to outside audiences. In the future, the Division plans to publish a periodic catalog of all major EPA publications and other information sources.

Finally, the Division provides photographic support for significant Agency activities. This includes providing guidance on the use of photographs in Agency documents, displays, and briefing materials.

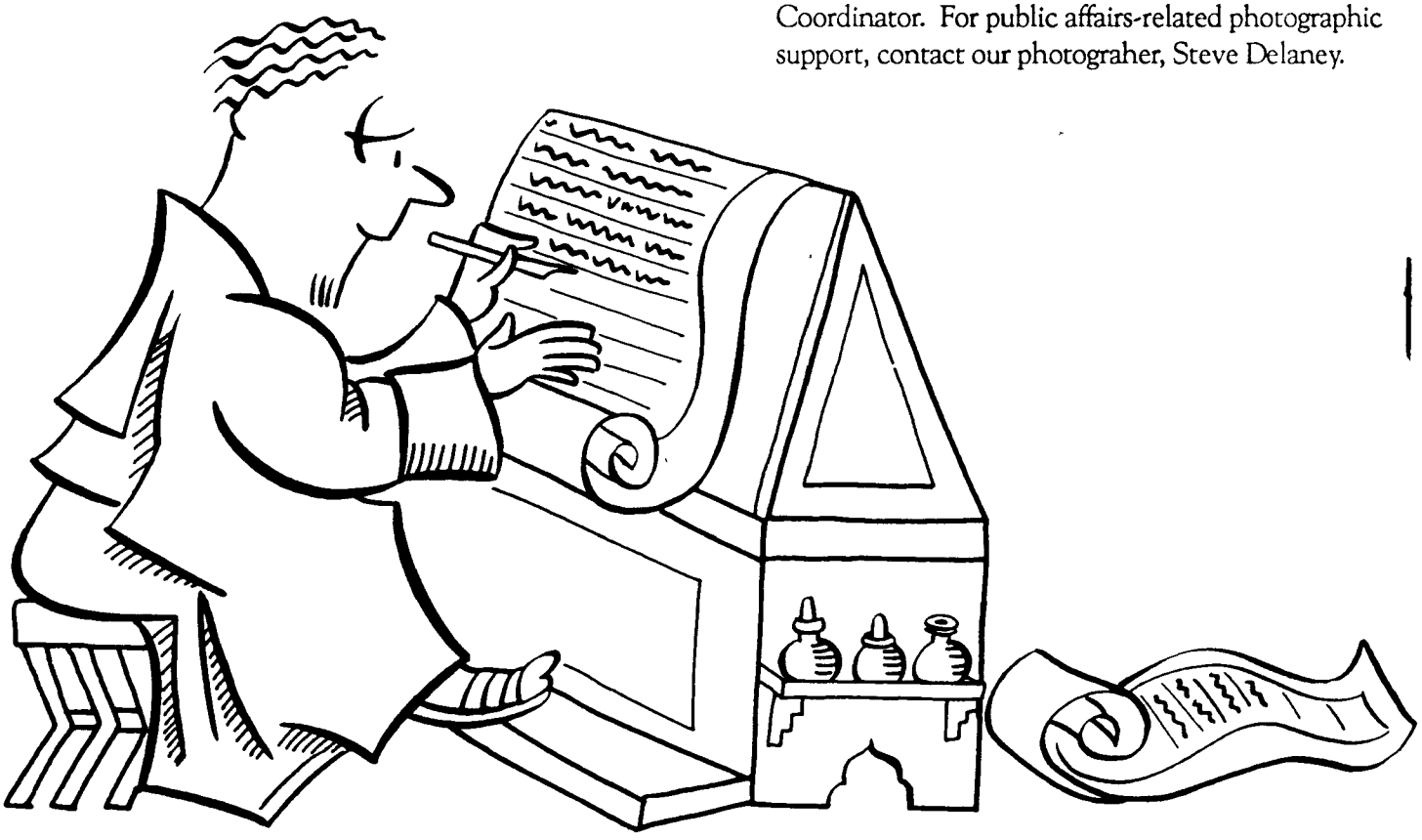
HOW IT WORKS

Editorial Services works closely with EPA offices that want to disseminate information through publications or other editorial products. It provides guidance on writing, designing, illustrating, paying for, and distributing published materials and other methods of distributing information such as electronic media. It also can provide advice on a variety of technical matters, including advanced desktop publishing, computer graphics, and new electronic information storage and distribution technologies. The Division's goal is to help you create editorial products that effectively communicate with your audiences, and to help ensure that they actually reach those audiences.

It's no secret that writing for a general audience is very different from writing for experts. To help make sure that EPA publications are written with the audience in mind, the Editorial Services Division uses several computer programs to check documents against generally accepted guidelines for good writing. When you submit a draft of your document for editorial review, the Division runs it through these programs, checking for correct grammar and syntax and comparing its writing style with existing EPA publications that have been successful in reaching similar audiences. The Division will *quickly* produce a report, complete with charts and graphs, showing how your document stacks up against examples of effective EPA writing. The report also will make specific suggestions for improving the document's readability, clarity, and effectiveness. (The best way to take advantage of this service is to submit publications for early editorial review on E-Mail or on an IBM-compatible computer disk.)

HOW TO USE IT

Whenever you think the public or some specific audience would benefit from a publication on an EPA action or program, contact Editorial Services directly or through your OCEPA communications planner. *Early contact can save you time, effort, money, and hassles.* And if you want to share information about your Program or the activities of your co-workers with other EPA employees, get in touch with John Heritage, the *EPA Journal* editor, or Kym Burke, OCEPA's Internal Communications Coordinator. For public affairs-related photographic support, contact our photograher, Steve Delaney.



Editorial Services *Continued*

EDITORIAL TOOLS

Flyer A single sheet of paper with type placed without regard to any folds.

Leaflet A single folded sheet with type placed in columns between the folds.

Pamphlet Two or more sheets (usually stapled) with a self-cover.

Booklet or Brochure Two or more bound sheets with a cover made of paper of a different weight, finish, or color from the inside pages.

Newsletter Two or more sheets with type placed in columns, usually published on a recurring basis and distributed to internal and/or external audiences.

Poster A large sheet of paper with text, pictures, or combination that is intended for long-term display.

Blue-Line The copy provided by the printer for final proofreading and approval before the publication is printed.

Camera-Ready Copy The final text and accompanying art and photographs from which a publication is produced. (Negatives are shot of the camera-ready copy and art and can be used for reprints).

Desktop Publishing The use of computer programs to combine and edit text and illustrations on the computer screen. The resulting printout can be duplicated or printed immediately, without additional production steps.

CD-ROM (Compact disc/read-only memory) A special computer disc that can store many volumes of information, including data, text, sound, graphics, and photos. CD-ROM provides a compact and durable alternative to conventional publishing, and is increasingly being used by government agencies to store and distribute large quantities of information.

Distribution Plan A form identifying who gets how many copies of a publication and how.

Publication Management: A Guide to Processes, Standards, and Style A booklet that contains guidelines and general information to assist in the efficient creation of top-quality publications. It also describes the regulations and standards governing the management and production of EPA publications.

Master Automated Inventory System (MAIS) A computerized master database of EPA publications, audio-video products, electronic information sources, and other information products. Maintained by the EPA Environmental Publications and Information Center (EPIC) in Cincinnati, the Inventory is now being enhanced to permit title, subject, and keyword searches for all EPA information products. EPA staffers with access to the system can browse through an inventory of more than 31,000 EPA document titles. Through MAIS, staffers can order documents to fill bulk requests, send documents directly to conferences or meetings, and determine whether stocks need replenishing.

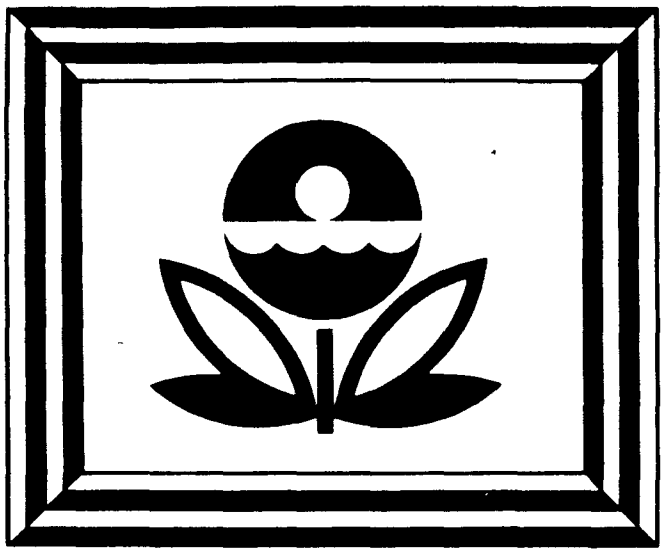
EDITORIAL SERVICES DIVISION STAFF

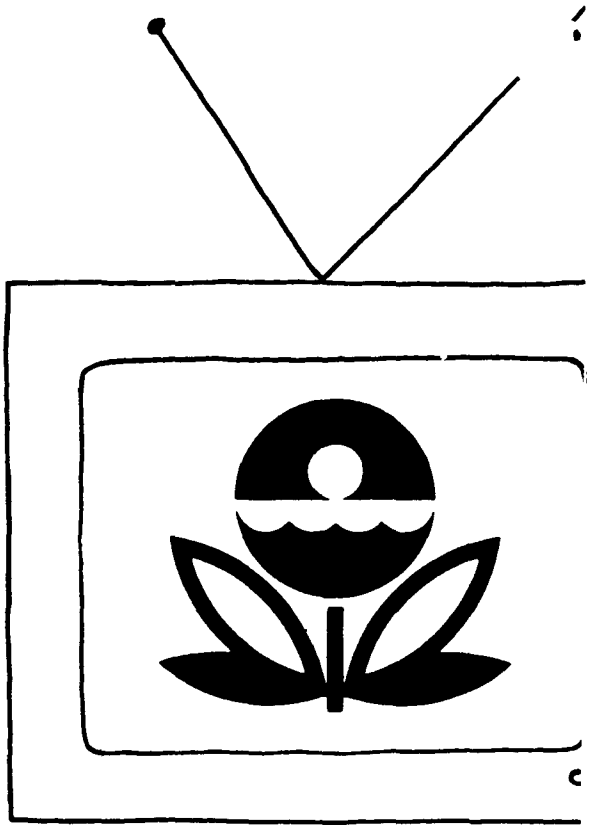
Charlie Osolin, *Director*
260-3653 M3623-D

Miles Allen, *Deputy Director*
260-6642 M3623-E

	Assignment Area	Phone	Room
John Heritage	*Editor*, EPA Journal	260-4393	M3623-A
Kym Burke	*Editor*, EPA InSight/ *Internal Communications Coordinator*	260-0336	M3623-C
Jim Ingram	*Graphics and Production*	260-6646	M3623-J
Ruth Barker	*Photo Editor*	260-0337	M3623-C
Don Bronkema	*Publications Inventory/Catalog*	260-4371	M2403
Steve Delaney	*Photographer*	260-2066	M3623-F
Ron Farrah	*Design/Graphics*	260-2624	M3623-J
Karen Flagstad	*Editor*	260-6646	M3623-B
Jack Lewis	*Writer-Editor*	260-6639	M2403
Roy Popkin	*Writer-Editor*	260-2069	NEG070
Marilyn Rogers	*Distribution & Marketing*	260-2133	NEG070
Nancy Starnes	*Editor*	260-0335	M3623-B
Phil Wisman	*Printing & Administration*	260-6640	NEG070

Multi-Media Services

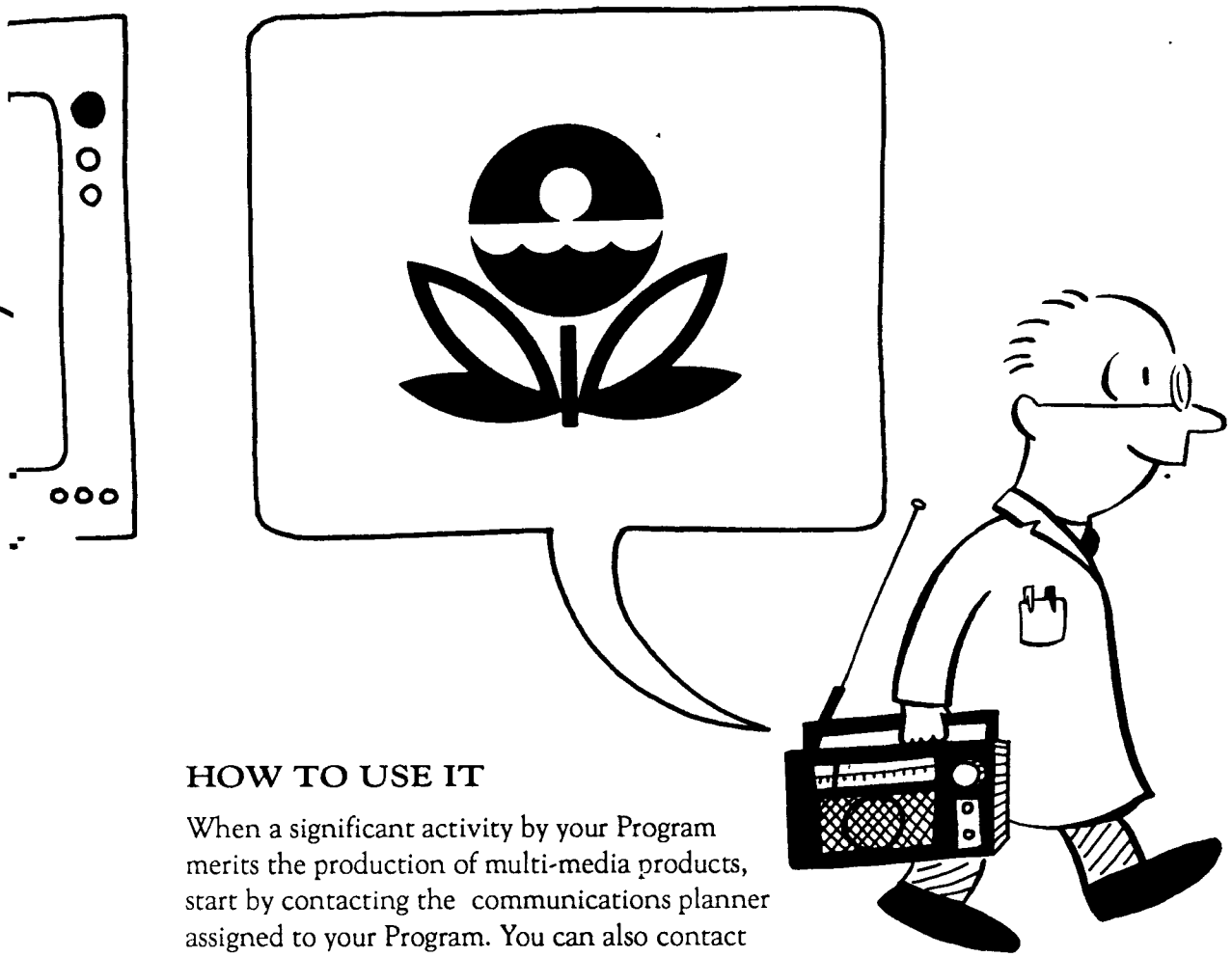




THE MULTI-MEDIA SERVICES DIVISION (formerly the Audio-Visual Division) creates and distributes audio-visual and other materials and services and provides guidance and assistance to Program and Regional offices in contracting for audio-visual work with outside sources.

HOW IT WORKS

Multi-Media Services brings the latest in multi-media production techniques (graphics, text, video, sound, etc.) to bear in support of the Agency's outreach efforts. It produces and edits videotapes for public distrubution and internal communications, and it produces radio news releases ("actualities") in cooperation with the OCEPA Press Relations Division. It prepares charts, exhibits and presentation materials, such as briefing books. MMS also maintains a screening room and a closed-circuit TV system at Headquarters and a library of videotapes on EPA activities and programs for official viewing. The Division is also responsible for meeting the requirements of OBM Circular A-130 for multi-media products.



HOW TO USE IT

When a significant activity by your Program merits the production of multi-media products, start by contacting the communications planner assigned to your Program. You can also contact Multi-Media Services directly, but in either case MMS can best design its products to serve your needs if you clearly identify your audience and describe your goals (in other words, What do you want to say, and to whom?).

MMS can either create your products or help you find and work with contractors (MMS will help you plan, write, process and manage contracts for audio-visual services).

MULTI-MEDIA TOOLS

Radio Actuality A brief statement ("sound bite") recorded in a studio or taken directly from a press conference, containing a specific message the Agency wants to communicate. Actualities can run from five to 20 seconds and are made available to radio stations via telephone for use on the air.

Presentation Graphics A poster-style chart, board, slide, or computer-generated visual display generally used in seminars, group meetings, news conferences, and news briefings.

Design Graphics Often part of an extensive public outreach program, design graphics can include concept art, layout, cover design, symbols, posters, etc. These elements provide a unified graphic identity for a communications campaign. Effective design graphics can help viewers grasp a message in visual form and associate a concept with a distinct visual image.

Exhibits/Displays Materials designed to convey a limited amount of information and to draw people to an area where additional information is available through publications and staff members. Exhibits and displays are used most often in booths at conventions, trade shows, and other special events. Commercial booth space can be expensive, but often it is made available free to EPA as "scientific space."

Public Service Announcement (PSA) Media receptivity varies, but PSA's are most effective when they provide important and "usable" information to a broad segment of the public. For example, a PSA might introduce an important new environmental issue or convey useful consumer information on a familiar subject. PSA's can be used and distributed in video format (usually 10 and 30 seconds long); audio format (10, 30, or 60 second tapes and/or scripts designed for radio use); and print format (camera-ready copy designed to fit standard advertising space).

Mini-documentary A concise video presenting information on a "spot" news story or topic of continuing interest. Mini- docs are produced in an objective "news" style and are intended to inform rather than persuade.

Video News Release A "hard news" videotape produced and distributed by a would-be newsmaker. Media reception to VNR's is not always positive. This format is rarely used by EPA.

Stock Footage Unedited, unscripted videotape from past productions or "shoots" (film or videotape) stored in libraries. Stock footage is valued by the news media and video producers as a supplement to their own material.

B-Roll An edited, unscripted video designed to provide visual interest while news copy is being read by a reporter or anchor in the background. B-Rolls are distributed to networks and local stations when the subject of the B-Roll is in the news. (See "stock footage.")

Feature Length Video A 20-minute-plus video that provides extensive educational or documentary treatment to a new or complex topic.

Short Subject Video A five-to-twenty-minute tape, ranging from an educational or documentary format to an entertaining or dramatic treatment of a topic.

Training Video A tape of one or more presentations, often of a technical nature, developed for well-defined and usually limited-size audiences. Creativity, production formats, and approaches vary widely.

Media Training Helping people to develop skills in speaking before, and in being interviewed by, the news media.

MULTI-MEDIA SERVICES DIVISION STAFF

Mike Torrusio, *Acting Director*
260-2053 M2437-A

Ed McKay, *Acting Deputy Director*
260-2070 M2437-A

	Assignment Area	Phone	Room
Heather Schoen	*Creative Director*	260-3210	M2437
Tom Glover	*Graphics*	260-2068	M2403-C
Gene Padgett	*Television/Radio*	260-6663	M2437-F
Barbara Doyle	*Graphics*	260-2064	M2403-D
Hope Esposito	*Graphics*	260-2067	M2403-B
Barbara McDowell	*Graphics*	260-2065	M2403-C
Glenn Nathan	*Television/Radio*	260-2057	M2437-E
Gretchen Stoloff	*Television/Radio*	260-2055	M2437
John Woods	*Television/Radio*	260-2050	M2437

Environmental Education

THE ENVIRONMENTAL EDUCATION DIVISION was created by the National Environmental Education Act of 1990. EED develops, coordinates, and operates environmental education and training programs by working with local education institutions, state education agencies, not-for-profit educational and environmental organizations, and private-sector interest groups. Its goal is to foster an ethic of environmental stewardship by improving the environmental literacy of the nation's youth and increasing the public's awareness and understanding of major environmental problems.

HOW IT WORKS

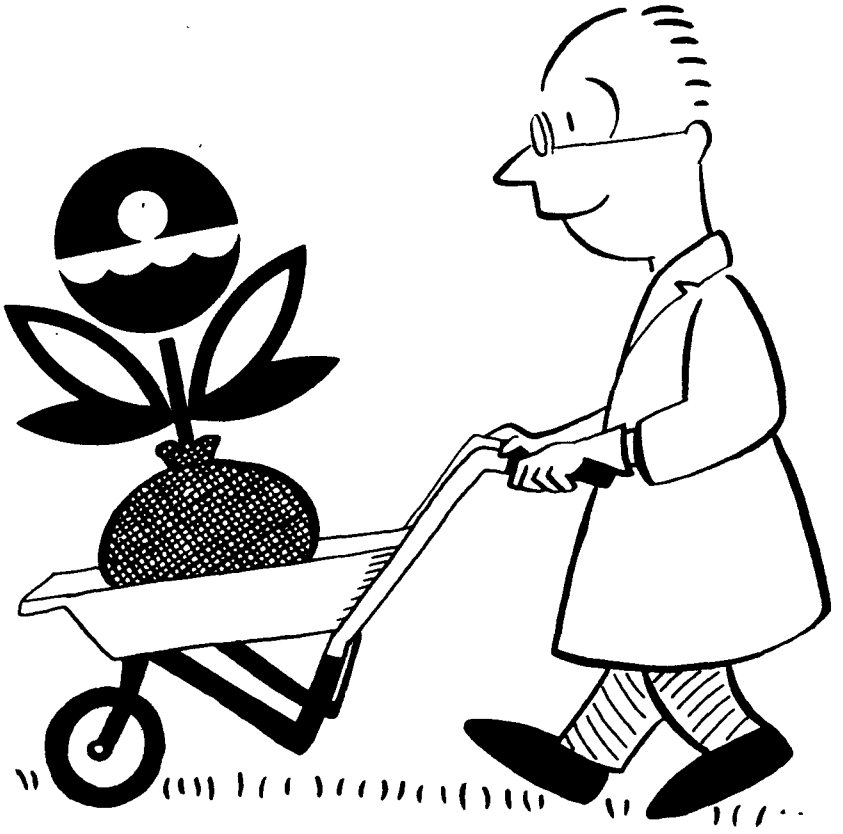
EED manages a federal grant assistance program to help local education agencies, colleges and universities, and other non-profit organizations develop environmental education programs. It administers environmental internships and fellowship programs.

EED has established an Environmental Education Advisory Council, a Federal Task Force, and an EPA Advisory Board that will advise, consult with, and make recommendations on all the environmental education and training programs it undertakes.

HOW TO USE IT

The Division has been authorized a Headquarters staff of 10 people. In addition, each EPA Region has a staffer assigned to education.

EED is working to create a sense of personal responsibility for care of the environment in all citizens, especially students. If you are developing an environmental education project, contact the EED staff for information and guidance. If you would like to get involved in projects for youth, perhaps working in EPA's adopted school, contact a member of the EED staff.



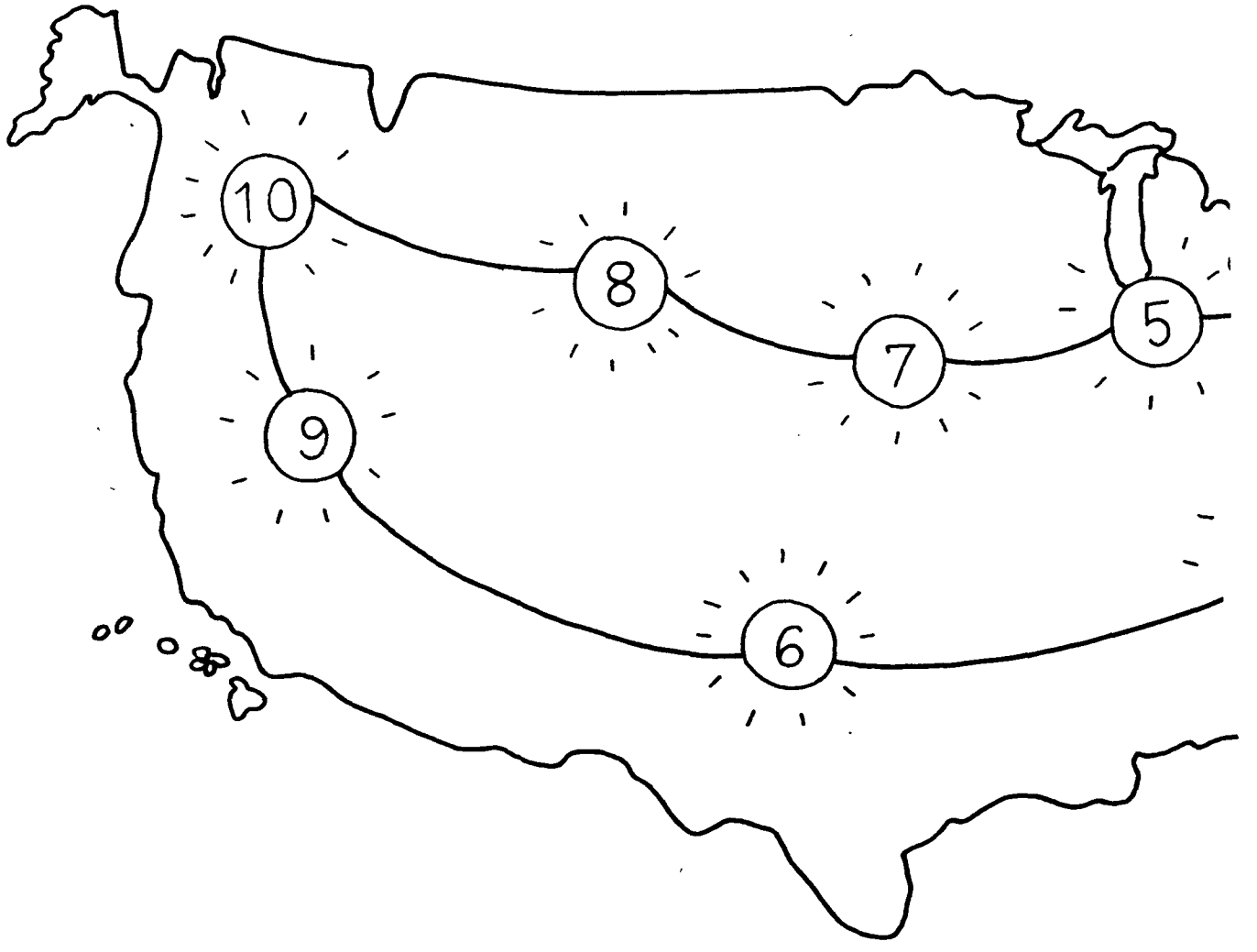
ENVIRONMENTAL EDUCATION DIVISION STAFF

Michael O'Reilly, *Acting Director* 260-4928 W339-A

Michael Baker, *Acting Deputy Director* 260-4958 W339-B

	Assignment Area(s)	Phone	Room
Doris Gillispie	*Environmental Youth Programs, Regional Activities*	260-4484	W325
Lois Spice Haig	*Education Consultant*	260-4129	W339-C
Richard Laska	*Environmental Ed. Clearinghouse*	260-4951	W339-B
Kathleen MacKinnon	*Environmental Ed. Advisory Groups*	260-4484	W325
Melba Meador	*Internship/Fellowship Programs*	260-6191	W303-D
Blanche Pettigrew	*Staff Assistant*	260-4962	W339
George Walker	*Grants and Contract Regulations*	260-4484	W325-B
Ginger Wandless	*National Network for Environmental Management Studies (NNEMS)*	260-5960	W325

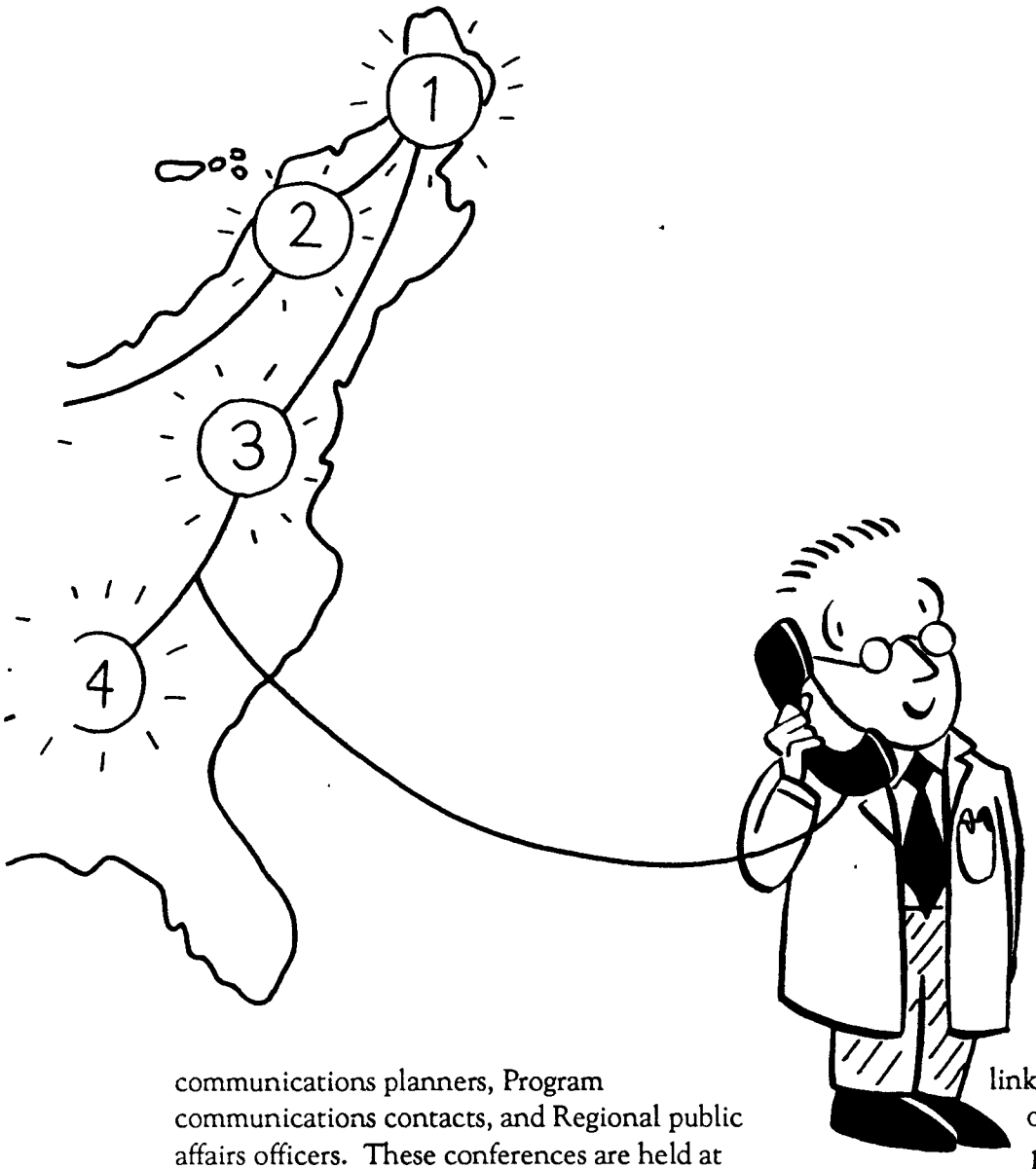
The Regions: A Vital Partnership



WE'RE all so busy that sometimes we forget to include others in the planning and execution of communications projects. That unintended exclusion is especially difficult for our co-workers in the Regional offices. It also causes problems for Headquarters when the outreach activity originates in a Region.

Regional public affairs offices often are closer to our audiences, and they can help design communications campaigns and disseminate information in ways that are more likely to be effective. When you work with your Program counterparts in the Regions, and when you send them outreach materials, remind them to give a "heads up" to their press office and other public affairs specialists.

One good way to stay in touch with Regional public affairs is through OCEPA's weekly "heads-up" teleconferences, which include OCEPA



communications planners, Program communications contacts, and Regional public affairs officers. These conferences are held at 3:00 p.m. every Wednesday, usually in the Administrator's Conference Room (Room W1104). Contact Doris Fairley at 260-5590 if you'd like to participate in a "heads-up" meeting.

Headquarters Program communicators are also welcome to use the Headquarters Press Office as a link to Regional public affairs offices. Each Monday at 4:00 p.m., the Press Office holds a teleconference with its Regional counterparts to talk about plans and upcoming actions. Contact Lauren Milone at 260-4355 to participate in a press activities teleconference.

The Regions *Continued*

REGIONAL PUBLIC AFFAIRS OFFICERS AND STAFF

Region 1 (Boston) *Office of External Affairs*

Thomas W. Skinner
Director
FTS 835-2713

Chris Jendras
Director
Communication and Education Section
FTS 835-2713

Diane Ready
Director
Superfund Community Relations Section
FTS 835-3425

Rudy Brown
Director
Government Relations Section
FTS 835-3412

Region 2 (New York) *Office of External Programs*

James R. Marshall
Director
FTS 264-2515

Margaret H. Randol
Deputy Director
FTS 264-2516

Region 3 (Philadelphia) *Office of External Affairs*

Elaine B. Wright
Director
FTS 597-6938

Richard J. Kampf
Deputy Director
FTS 597-2200

Janet Viniski, Director
Office of Public Affairs
FTS 597-9370

Harold Yates, Chief
Superfund Community Relations
FTS 597-9905

Region 4 (Atlanta) *Office of Public Affairs*

Frank Redmond
Acting Director
FTS 257-3004

Hagan Thompson
Chief
Press and Information Unit
FTS 257-3004

Richard Nawyn
Chief
Education and Outreach Unit
FTS 257-3004

Region 5 (Chicago) *Office of Public Affairs*

Margaret McCue
Director
FTS 353-2072

LaTonia T. Lesser
Superfund Community Relations Coordinator
FTS 886-6685

Alma L. (Louise) Ollarvia
Publications
FTS 353-6198

Region 6 (Dallas) *Office of External Affairs*

Philip A. Charles
Director
FTS 255-2200

Sandra K. Sevier
Community Relations Coordinator
FTS 255-2200

Region 7 (Kansas City) *Office of Public Affairs*

Rowena L. Michaels
Director
FTS 276-7003

Region 8 (Denver) *Office of External Affairs*

Nola H. Cooke
Director
FTS 330-1119

Waunda C. Taunton
Community Relations Involvement Branch
FTS 330-1122

Charles C. Gomez
State/Federal Relations Branch
FTS 330-1108

Richard A. Lathrop
Media Relations
FTS 330-1120

Any Problems?

OCEPA is rebuilding and reorganizing to improve its services to you. In the meantime, we may make mistakes or return an assignment later than we'd like to. If you have a problem you can't resolve through the normal processes and offices described in this guide, here are some additional numbers you can call:

Lew Crampton	Associate Administrator **260-7963** W1208
Carl Gagliardi	Deputy Associate Administrator **260-4361** W311-D
Chris Rice	Special Assistant **260-5986** W327
Hank Roden	Special Assistant **260-2482** W337-B
Linda Zarow	Special Assistant **260-6221** W337-B
Sheri Johnson	Staff Assistant **260-5283** W327

Region 9 (San Francisco) *Office of External Affairs*

Deanna M. Wieman Director FTS 484-1015	Sharon Jang FOIA FTS 484-1586
Virginia A. Donohue Chief of Public Affairs FTS 484-1585	Lou Jefferson Publications FTS 484-1593
Paula Bruin Superfund FTS 484-1587	David Schmidt RCRA, Pollution Prevention, Emergency Response FTS 484-1578
Bill Glenn Air and Toxics FTS 484-1589	Ida Tolliver Education, Speakers, Visitors, Photography FTS 484-1581
Lois Grunwald Water FTS 484-1588	

Region 10 (Seattle) *Office of External Affairs*

Patricia A. Bonner Director FTS 399-1107	Floyd Winsett Congressional Liaison Officer FTS 399-1138
Robert Jacobson Press Officer FTS 399-1203	Tobi Braverman Speakers Bureau Coordinator FTS 399-1127
Jean Baker Assistant Press Officer FTS 399-1465	Mary Neilson FOIA Coordinator and Small Business Ombudsman FTS 399-4280
Renee Nicholas Public Information Center Coordinator FTS 399-4280	

A Few Thoughts on Public Communications

KEEP THE CUSTOMER IN MIND

Public information generated by EPA is intended to interest, educate, and motivate our audiences. Remember that the *public* (or specific segments of the public) is our customer.

WHAT'S IN A WORD?

Choosing the "right" words can challenge technical staffs and communicators alike. What sounds fine to someone at EPA may not be clear to our customers — for example, news reporters and their audiences. To get audiences to notice and heed what we're saying, our actions often must be "translated" into words the public can easily understand, and presented in a timely and attractive manner.

PRECISION PLUS

Questions of accuracy and precision also can try the souls of technical and communications staffers. To a toxicologist, writing the projected numerical value of a calculated cancer risk level may require a precise mathematical expression, such as "$4x10^{-6}$." Such terminology, however, is difficult for the lay public to understand. What's more, even if translated to layman's language — "an increased lifetime cancer risk of four cases in every million people exposed," for example — such an expression does not reveal the assumptions and inherent uncertainties in cancer risk assessment. The Agency's scientists and communicators must work together to present scientific and technical information as completely and accurately as possible *without* losing the audience's interest or the Agency's credibility. Remember that the goal of public communications is an educated, informed, and environmentally aware citizenry.

IN GOOD TIME

EPA is competing with countless other government and private groups and organizations for the public's attention. Proper timing can keep your work from being lost in a blizzard of information. Work with OCEPA so all materials (releases, charts, photos, etc.) are ready and attractively done for release when there is a good "window of opportunity" for outreach. And remember that to increase your opportunities, outreach may start before, and go on after, an official announcement date.

EVERYONE COMMUNICATES

This is obvious, yet people have different areas of expertise and roles. EPA Program staffs are known for their scientific and technical knowledge, enabling the Agency to issue carefully prepared, legally binding regulations and guidelines. Programs also have communicators who are vital to "getting the word out," especially for technical publications and audiences. They may, however, have only the Program's perspective on outreach, while OCEPA can contribute the Agency's views and cross-program connections. To make the most of EPA's communications opportunities, please work closely with both your Program communicators and OCEPA.

WHY DOES EPA HAVE A CENTRAL COMMUNICATIONS OFFICE?

There are many Programs and offices at EPA, but *we are one Agency*. Thus a decision about how or when to communicate a specific action in a particular Program may be affected by what is happening elsewhere at EPA. No matter what office takes an action or offers a proposal, when a statement, publication or video product is issued, it is *EPA* speaking. Statements from any EPA office are perceived as representing *Agency* positions. Finally, a centralized public communications office helps in gaining the widest audiences for EPA actions, avoiding conflicts and duplications of effort, and ensuring that what is communicated reflects the Agency's policies and the Administrator's priorities.

CAN OCEPA DO ALL OF EPA'S COMMUNICATING BY ITSELF?

No way. OCEPA's small staff (about 70 FTEs) amounts to less than 1 percent of EPA's total non-Regional staff. OCEPA clearly does not have the "horses" to conduct extensive research or produce all of the Agency's non-technical products from scratch. It must rely on Program staffs to supply the technical expertise, information (often in draft form) and recommendations for outreach. OCEPA then helps shape those materials *for their intended audiences*. By working together throughout the communications planning process, OCEPA and EPA Program offices can accomplish the Agency's communications mission more efficiently and effectively than any one office could do on its own.

Appendix
DISTRIBUTING YOUR PRODUCT

Getting a publication or other product out the door and into the hands of its audience requires time, money and effort. Following are brief descriptions of EPA services available to help you with this process. Additional information may be obtained from the various OCEPA offices.

MAILING COSTS

Mailing thousands of publications can be expensive, severely depleting a limited budget; or it can be cheap, depending on what postal/shipping rate you get and who does your mailing/shipping. Check the distribution system you are considering to find out how they mail. First-class rates are very expensive and necessary only when you are mailing a small number of pieces in a rush. For large mailings, significantly cheaper "bulk" rates are available. That requires the printing of a bulk stamp on EPA envelopes (at a cost of about 20 cents each), but if you are designing a "self-mailer" publication, you can have the bulk stamp put on at the time of printing at no additional cost.

A VALUABLE SERVICE: THE EPA PUBLICATIONS AND INFORMATION CENTER (EPIC)

A fast, easy and inexpensive way to distribute your products is through the EPA Publications and Information Center (EPIC) in Cincinnati. EPIC offers, on request from EPA offices, storage, handling, and distribution services for multi-media products, including floppy disks, VCR tapes, posters, transparencies, and hard copy publications. Storage is free; handling costs (for example, stuffing material into an envelope) are provided for a modest fee paid from accounts maintained by each Program office. THERE IS NO CHARGE FOR BULK OR THIRD-CLASS POSTAGE! Products can be processed for shipment overnight or for delivery on a specific date.

EPIC handles requests for both mass and individual mailing, although the procedures differ. For example, when a Program office asks EPIC to send single copies of a publication to 200 people, the Program supplies the mailing labels; when people outside EPA request materials directly from the EPIC, the Program does not need to provide labels. EPIC will alert programs to any unusually large volume requests so stocks of publications are not depleted prematurely. EPIC also works with the Public Information Center (see below) to fill high-volume orders.

OCEPA is now working with EPIC to expand its existing inventory to include all EPA non-technical as well as technical publications and outreach products. EPIC's computerized Master Automated Inventory System (MAIS) currently allows EPA staffers with access to the system to browse through an inventory of more than 31,000 EPA document titles. Through MAIS, you can order documents to fill bulk requests, send documents directly to conferences or meetings, and determine whether stocks are in need of replenishing. As it grows, the EPIC/MAIS system will also provide information on availability, sources for obtaining copies, and contacts for additional information. The Inventory enhancements are being developed in conjunction with EPA's new product review process (see section on Communications Planning Division). For information on establishing an account with EPIC, contact Earl (Sam) Eastwood or Deborah McNealley at FTS 684-7980.

EPA'S PUBLIC INFORMATION CENTER (PIC)

This is a prime Agency contact point for inquiries from the general public, so be sure to supply PIC with copies of your publications and other outreach products. Located at Waterside Mall, PIC responds to written and phone inquiries by answering questions, referring calls on technical issues to Program offices, and mailing a maximum of 10 copies of EPA publications per request. *The*

publications must be supplied by the developing office. PIC has limited storage capacity and refers requests for large numbers of products to EPIC in Cincinnati (see above). Contact: Kevin Rosseel, (202) 260-7751.

THE EPA MAILROOM

The EPA Mailroom serves Headquarters with free inserting, collating, sorting, and handling of outgoing material. It maintains but does not update mailing lists. The mailroom will pay for postage on up to 200 pieces, then bill the mailing office at first-class rates. Contact: Sylvia Dodge, (202) 260-2096.

GOVERNMENT PRINTING OFFICE (GPO)

The GPO controls, through its own contractors, most federal government printing. When GPO handles printing, it also can assure that copies of your product are sent, as required by Congress, to the Federal Depository Libraries. There is no charge for that service. If you have a publication you can't afford to send to all possible audiences, and you believe people will purchase the material, GPO may help — it prints, promotes and sells selected government publications (such as the *EPA Journal*) that it determines have a retail market. Archive facilities for excess publications are also available. You can reach GPO through EPA's Printing Management Officer, (202) 260-2125.

U.S. CONSUMER INFORMATION CENTER (CIC)

CIC, located in Pueblo, CO, and operated by the U.S. Commerce Department, distributes to the public individual copies of "consumer" material published by more than 30 federal departments and agencies. Services include a quarterly catalogue; promoting listed publications to the media; distributing publications either free or at a low per-copy price; surveying consumers on information needs; providing editorial assistance; and arranging cooperative publishing opportunities with the private sector. Contact: Paula Moser, EPA Liaison, (202)501-1794.

CENTER FOR ENVIRONMENTAL RESEARCH INFORMATION (CERI)

Operated by EPA's Office of Research and Development, CERI will help Agency offices print (at cost) and distribute scientific and technical reports. Contact: Dorothy Williams, FTS 684-7369.

NATIONAL TECHNICAL INFORMATION SERVICE (NTIS)

Operated by the U.S. Commerce Department, NTIS reproduces and sells scientific and technical documents and audio-visual materials. This can help when your printing budget is low. Contact: Fran Roberts, (202) 487-4634.

OTHER DISTRIBUTION OPPORTUNITIES

A wide variety of other publication distribution options is available to EPA communicators. One private company maintains displays of brochures at many grocery stores across the country. Other federal agencies have networks of state, county, and local offices where many publications are distributed. Trade associations, non-profit organizations, and for-profit companies may reprint and distribute, at their own expense, EPA publications that are of interest to their audiences. Contact OCEPA's Editorial Services or Public Liaison divisions or the communications planner assigned to your Program for additional suggestions, or refer to EPA's *Public Access Manual: A "How To" Guide*, published by the Office of Information Resources Management. Contact: Brigid Rapp, (202)260-8710.