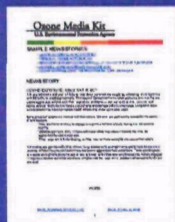


Ozone Media Kit

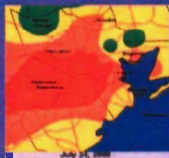
U.S. Environmental Protection Agency

"Having a Bad Air Day? If the Air Quality Index is over 100 -- that means code orange, red or purple --you bet you are..."

Radio PSA



features.pdf



tx_houston.gif



epalogo.jpg

Statistics,
Children's Health,
Asthma &
Research Links Available

Ozone Media Kit

• Background Information

Ozone at a Glance
Ozone Air Pollution and Health
The Air Quality Index

• News Stories

Tip Sheet of Ideas for Ozone Stories
Five Sample News Stories

• Facts & Figures

Air Pollution Facts

• Download and Use

Photos
Graphics
Sound Bites
Ozone Maps

• Contacts

State and Local Air Pollution Agencies
U.S. EPA Headquarters
U.S. EPA Regional Offices

• Links to Other Related Websites

• Newsletter Ads with Photos

• Newspaper Ads

• Radio PSAs



EPA

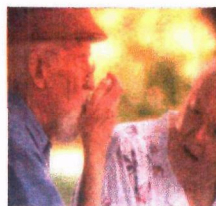
Your Ozone Media Kit



What are you
going to do with it?

Serving your Community

Every summer, ground-level ozone forms in dozens of U.S. cities, creating smog, and triggering respiratory problems for many Americans. Knowing when the air is likely to be unhealthy can make a big difference for those who are ozone-sensitive.



spare0011.gif

spare0012.gif



"The majority of my patients with asthma do seem to have increased respiratory problems during the peak ozone periods..."

--Dr. Leroy Graham, Georgia Pediatric Pulmonology Associates (Radio PSA)



12.tif

It's important to teach our communities how high ozone levels can affect their health. This media kit has been designed as a resource you can use to make a real difference in the health of our children, elderly and people with asthma.



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EPA-451/F-02-001

HAVING A BAD AIR DAY?

Get smarter, breathe easier.

Newsletter and Newspaper Ads

You can access the Ozone Media Kit at:

www.epa.gov/airnow/mediakits/ozone/

Using Your Ozone Media Kit

This kit has been designed to assist radio, television and print reporters with stories during the summer ozone season when levels are more likely to be unhealthy. The kit includes a wealth of background information, sample stories, ads - and even photographs and sound clips for your use. The materials the website has to offer are listed on the back of this pamphlet.

All you have to do is click and download from the website.

For questions on the media kit, contact:
Debbie Stackhouse
(919) 541-5354
stackhouse.debbie@epa.gov