



The Air Quality Communicator's Home Page

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Air Quality Communicator's Home Page

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The OLD way of locating a great car maintenance TV ad you've heard about:

- Try to remember what air agency created it
- Track down their phone number and dial it
- Reach a secretary and describe what you're looking for
- Get told the person who knows about it retired six months ago
- Get connected to the new person in charge who has heard about the ad but needs time to track it down
- Wait a day for a callback to learn the spot is over at the ad agency
- Wait another day for a copy to be made by the ad agency
- Wait another day for FedEx delivery of the spot
- View it and decide it's not exactly the approach you wanted to take after all

ELAPSED TIME: 3 days



The NEW way of locating a great car maintenance TV ad you've heard about:

- Click on result
- Open AirShare.info and enter "car maintenance TV spot" as search term
- Download and play the ad on your computer

ELAPSED TIME: 45 seconds





The SMART way to help your colleagues and yourself is to throw everything into the “AirShare bathtub” !!!

TV ads

Brochures

Survey results

News releases





Who uses AirShare?

•How many of you have used AirShare?

Since Feb. 2004:

•111 agencies signed up for AirShare

•322 items submitted to the database

•41% of participating agencies have submitted items

A screenshot of the AirShare.info website's submission form. The page has a white header with the "airSHARE.info" logo. Below the logo is a navigation bar with buttons for Home, News, Submit, Search AirShare, Forum, Find Colleague, FAQ, Site Map, Contact Us, and My Account. The main content area is a light blue box with a title "What are you submitting?". Below the title are four radio button options: "Something we produced", "A Web resource I would like to share", "A news release", and "My comments on a project already submitted to AirShare". A "Go" button is located at the bottom right of the form.



Background on AirShare

Purpose: to link the nation's air quality communicators in a way that provides:

- The support you need from experienced colleagues who can help you through communications challenges, solve problems, and share solutions.
- Instant access to great outreach items and projects so no one has to “recreate the wheel,” thereby increasing efficiency and cost-effectiveness.
- Increase your knowledge about air quality issues and best practices, improving your value to your agency.



The Air Quality Communicator's Home Page

- Powerful database runs AirShare

- Capable of storing vast amounts of data

- Designed for easy uploads and searches

- Connected "real time" to AirNow

The screenshot shows the homepage of AirShare.info. At the top, there is a navigation bar with links for Home, News, Submit, Search AirShare, Forum, Find Colleague, FAQ, Site Map, Contact Us, and My Account. Below the navigation bar is a search bar for AQI by city/state and zip code, with a 'GO' button and a 'Save Setting' link. The main content area is divided into several sections:

- AirShare Newsroom**: A list of news articles with dates and titles. Examples include: (San Francisco, CA 12-1-2004) [Sharper Image complaint with Consumer's Union over air purifier tests thrown out by judge](#); (New York, NY 12-1-2004) [Study links ozone air pollution to premature death](#); (San Francisco, CA 11-19-2004) [San Francisco region expects more "Spare The Air Tonight" advisories this winter](#); (Raleigh, NC 10-20-2004) ["Air Aware" special hits the Weather Channel airwaves!](#); (San Francisco, CA 7-15-2004) [San Diego awarded \\$355,000 for cleaner school buses](#); (San Francisco, CA 7-15-2004) [U.S. EPA awards Los Angeles \\$495,000 towards cleaner school buses](#).
- AQI for:** A table showing current and forecast AQI for Fresno, CA. Current AQI is 3 (OZONE) - Good. Forecast for Dec 2 is 4 (PM2.5) - Unhealthy for sensitive groups. Forecast for Dec 3 is 4 (PM2.5) - Unhealthy for sensitive groups.
- ACTION DAYS**: A table showing no action days reported to AIRNow.
- TODAY'S TOP AQI FORECASTS**: A table showing AQI forecasts for various cities: Fresno, CA (PM 2.5); Madera, CA (PM 2.5); Merced, CA (PM 2.5); Visalia, CA (PM 2.5); Bakersfield, CA (PM 2.5).
- WHAT'S NEW**: A list of news releases: News Release - Denver RAQC; Project Fact Sheet - Denver RAQC; Valley Air News - Fa -
- WHAT'S HOT**: A list of hot topics: Ambient Air Quality - MCDEP; Air Quality Primer-f - MCDEP; Don't top off! - VCAPCD.
- Quick Links**: A collection of links to external resources: Google, Weather Underground, The Weather Channel, CNN, USA Today, Luna Association, STAPPA/ALAPCO.
- Upcoming Events**: A list of upcoming events: National Air Quality Conference (February 13 - 15, 2005, San Francisco, CA); Communicating Air Quality/Communities in Motion (December 1-3, 2004, Albuquerque, NM).

At the bottom of the page, there are several promotional banners: "List of 8-hour designations for ozone", "NEW! 2005 EPA/DOE FUEL ECONOMY GUIDE", "EPA 2003 OZONE TRENDS", and "Click here for PDF".



The AirShare Forum

- Post messages, exchange ideas, ask questions
- Many topics (20-30)
- Easy to post
- Subscribe to a forum



The toolbar



Connects to News page. Contains:

- 30 days of news releases.

- All other news releases are in the archives.



The toolbar



Requires log-in. (Only need to log in once per session)

Allows communicators to submit items to the AirShare database.

Forms make it easy to describe item and attach example.



The toolbar



Allows users to search the AirShare database for public outreach items, projects and campaigns that have been submitted to the database by air quality outreach professionals like you!



The toolbar



Requires log-in. In the forum, users will be able to exchange questions, comments and ideas on a variety of topics. Users can also be automatically notified when exchanges happen on specific topics of interest.



The toolbar



Requires log-in. Want to locate the phone or e-mail of a colleague, but can't remember their full name, or their agency, or their city, etc? Find Colleague allows you to find them quickly and easily.



The toolbar



Frequently Asked Questions about AirShare.



The toolbar



Shows the pages on the site and how they're linked.



The toolbar



Contact information for the AirShare Webmaster at AirShare's Worldwide Headquarters in the 3-story office tower in scenic downtown Sacramento, CA



The toolbar



Requires log-in. Manage your account, passwords, and edit or delete items you have submitted to AirShare.



The AirShare newsroom

- The “Newsroom” automatically displays the eight most recent news releases submitted to AirShare by communicators.
- Releases are all HTML – no PDF’s for this feature.
- Clicking on a story takes you to a page with all the releases submitted in the last 30 days.
- After 30 days, stories fall into the Newsroom Archive.

The screenshot shows the AirShare Newsroom website. At the top is the AirShare.info logo. Below it is a navigation bar with buttons for Home, News, Submit, Search AirShare, and Forum. The main content area is titled "AirShare Newsroom" with a date of Feb 20, 2004. A central image of a blue truck is shown with the caption "Endangered standards?". To the right of the image are three news items, each with a date and a link to the full story:

- (Fort Worth, TX 2-18-2004) [New report: MTBE can be absorbed through the skin](#)
- (Washington, DC 2-17-2004) [Will tougher truck emissions rules stay on course?](#)
- (Fresno, CA 2-14-2004) [California's San Joaquin Valley headed for "Extreme" status](#)

Below these are two more news items:

- (Diamond Bar, CA 2-17-2004) [South Coast AQMD launches major study of toxic air pollution](#)
- (Sacramento, CA 2-17-2004) [California building materials manufacturer pays \\$350,000 settlement](#)

At the bottom is one more news item:

- (Santa Barbara, CA 2-18-2004) [Discover Santa Barbara with 2004 Car Free Vacation Package: Save \\$\\$ and the Air](#)



The local AQI console

- Allows the user to instantly locate the current and forecast AQI for any city participating in EPA's AIRNOW program.
- Displays the pollutant, the category and the corresponding color live from AIRNOW.
- Any city can be bookmarked to appear automatically when the AirShare page is launched.

AQI for: CITY/STATE: Fresno, CA ZIP: GO Save Setting

Current:	Dec. 2	OZONE	Good
Forecast:	Dec. 2	PM2.5	Unhealthy for sensitive groups
	Dec. 3	PM2.5	Unhealthy for sensitive groups



Action days and top AQI forecast databoxes

- Automatically displays the top five air quality action days in the U.S. “live” from AIRNOW.
- Automatically displays the top five AQI forecasts in the U.S. “live” from AIRNOW. Specifies pollutant and category.
- Clicking on “MORE” launches another page that lists all the forecasts, conditions and action days for every participating AIRNOW city in the U.S.

ACTION DAYS		
Sacramento, CA	Nov.8	UNHEALTHY
Houston, TX	Nov.8	UNHEALTHY
Atlanta, GA	Nov.12	UNHEALTHY-SG
Baltimore, MD	Nov.12	UNHEALTHY-SG
San Francisco, CA	Nov.14	MODERATE
MORE		

TODAY'S TOP AQI FORECASTS	
Atlanta, GA	OZONE
Houston, TX	OZONE
Phoenix, AZ	NOx
Sacramento, CA	NOx
San Diego, CA	OZONE
MORE	



Quick Links

- Features one-click live links to key Web sites used by air quality communicators.
- Clicking on “More” brings up a full page of quick links to make it easy for you to instantly connect to the most useful sites in the nation.
- These links are maintained by the AirShare Webmaster.

The screenshot shows a web page titled "Quick Links" with an orange border. On the left side, there are four logos: "AIR NOW" (blue and yellow text), a circular logo for the "NATIONAL ASSOCIATION OF STATE AND LOCAL AIR QUALITY PROFESSIONALS" (green and blue), "It all adds up" (blue text on a white background), and "STAPPA/ALAPCO" (white text on a blue background). On the right side, there is a list of links: "Google", "Weather Underground", "The Weather Channel", "CNN", "USA Today", and "Lung Association". At the bottom right, there is a "More" link with a downward-pointing arrow.



Quick Links



QuickLinks

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Home page: Quick Links

Quick Links

Reference

[Abbreviations](#)
[Air Quality Glossary](#)
[Area Codes](#)
[Convert Anything](#)
[Dictionary-Thesaurus](#)
[E-mail Search](#)
[Perpetual Calendar](#)
[Post Office Locator](#)
[Time and Date](#)
[Zip Codes](#)
[World Time Zone](#)

Atlas and Maps

[MapQuest](#)
[MSN Maps and Directions](#)
[World Atlas](#)
[Yahoo! Maps](#)

Directories

[800 Directory](#)
[Infospace](#)
[International Calling Codes](#)
[SBC SmartPages](#)

Air Quality Data

[EPA AirNow](#)
[EPA AIRData](#)

Air Quality Index

[Air Quality Index](#)

Air Issues

[Forest Fire Smoke](#)
[Indoor Air](#)

Climate

[Climate Change](#)
[Ozone Depletion](#)

Fuels

[Alternative Fuels Data Center](#)
[Auto Fuel Economy](#)
[STAPPA/ALAPCO fuels page](#)
[EPA Transportation & Fuels](#)

Search Engines

[Ask Jeeves](#)
[AltaVista](#)
[Google](#)
[Lycos](#)
[Yahoo](#)

Photo Search

[AltaVista Photos](#)
[Ditto Photos](#)
[Google Images](#)
[Lycos Photos](#)

Internet News

[1st Headlines](#)
[Google News](#)
[Drudge Report](#)

Network News

[ABC News](#)
[CBS News](#)
[CNN](#)
[MSNBC](#)

Weather

[The Weather Channel](#)
[Weather Underground](#)
[NexRad Radar](#)
[World Weather](#)
[CBS News Disaster Links](#)

Allergies

[Allergy Map](#)
[Pollen Count](#)

Air Organizations

[STAPPA/ALAPCO](#)
[U.S. EPA](#)
[AWMA](#)
[Environment Canada](#)

Related Organizations

[American Lung Association](#)
[American Public Transit Association](#)
[Association for Computer](#)



Upcoming Events

- Lists major, upcoming national conferences.
- Linked to conference registration or information pages.
- Clicking on “More” brings up a full list of events.
- This data is maintained by the AirShare Webmaster.

Upcoming Events

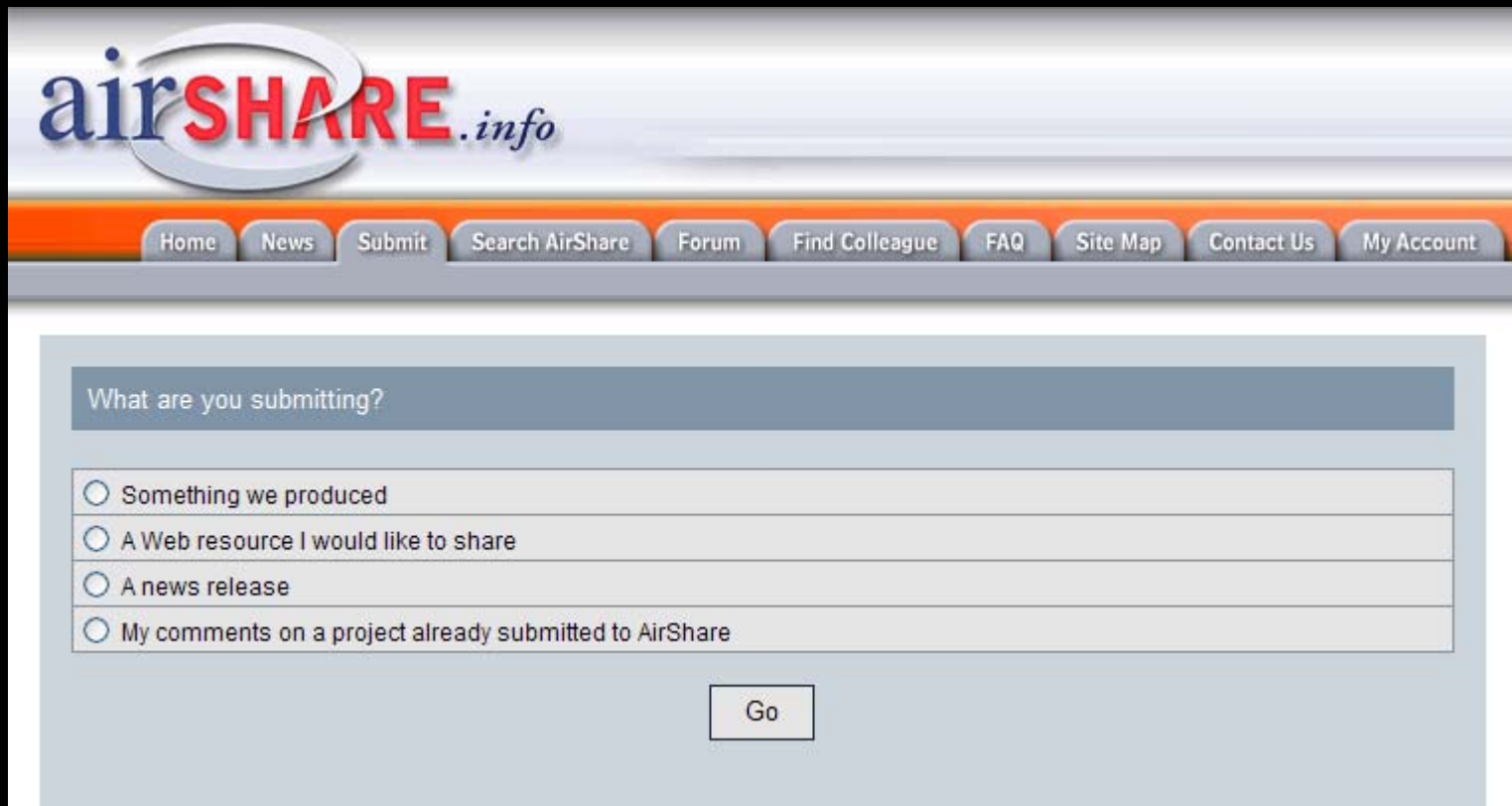
[National Air Quality Conference](#)
February 13 - 15, 2005
San Francisco, CA

[Communicating Air
Quality/Communities in Motion](#)
December 1-3, 2004
Albuquerque, NM

More ▼



Submission page - What are you submitting?

A screenshot of the AirShare website's submission page. The page features a header with the AirShare logo and a navigation menu with buttons for Home, News, Submit, Search AirShare, Forum, Find Colleague, FAQ, Site Map, Contact Us, and My Account. The main content area is titled "What are you submitting?" and contains a list of four radio button options. A "Go" button is located at the bottom of the form.

airSHARE.info

Home News Submit Search AirShare Forum Find Colleague FAQ Site Map Contact Us My Account

What are you submitting?

Something we produced

A Web resource I would like to share

A news release

My comments on a project already submitted to AirShare

Go



Submission page - Project type, details and description

Project Type (Check all that apply):			Item name: <input type="text"/>	
<input type="checkbox"/> Advertisement	<input type="checkbox"/> Annual report	<input type="checkbox"/> Audio	<input type="checkbox"/> Booklet	<input type="checkbox"/> Brochure
<input type="checkbox"/> CD	<input type="checkbox"/> Calendar	<input type="checkbox"/> Campaign	<input type="checkbox"/> Coloring book	<input type="checkbox"/> Curriculum
<input type="checkbox"/> Doorhanger	<input type="checkbox"/> Employer outreach	<input type="checkbox"/> Event	<input type="checkbox"/> Exhibit/display	<input type="checkbox"/> Flier
<input type="checkbox"/> Innovative project	<input type="checkbox"/> Interactive kiosk	<input type="checkbox"/> Kids outreach	<input type="checkbox"/> Kiosk	<input type="checkbox"/> Newsletter
<input type="checkbox"/> Outdoor advertising	<input type="checkbox"/> Poster	<input type="checkbox"/> Presentation	<input type="checkbox"/> Promotional item	<input type="checkbox"/> Special report
<input type="checkbox"/> Survey/evaluation	<input type="checkbox"/> Videotape/DVD	<input type="checkbox"/> Web site		

Details:

Program item is associated with (if applicable):

Program Type: Year Developed: Budget (optional):

Project Description (enter below, 500 character max.):

[Check Spelling](#)



Submission page – Target audiences and pollutants

Target Audience(s): (Check all that apply)

<input type="checkbox"/> Campaigns (ozone/PM)	<input type="checkbox"/> College-age	<input type="checkbox"/> Elected officials	<input type="checkbox"/> Environmental agencies	<input type="checkbox"/> General public
<input type="checkbox"/> General teachers/educators	<input type="checkbox"/> Health care professionals	<input type="checkbox"/> Highway departments	<input type="checkbox"/> Kids grades 7-12	<input type="checkbox"/> Kids grades K-6
<input type="checkbox"/> Media	<input type="checkbox"/> Other	<input type="checkbox"/> Regulated sources	<input type="checkbox"/> Rideshare agencies	<input type="checkbox"/> Science/environmental teachers/educators
<input type="checkbox"/> Transit agencies				

Pollutant(s) this item is associated with: (Check all that apply)

<input type="checkbox"/> Air Toxics	<input type="checkbox"/> Carbon Monoxide	<input type="checkbox"/> Greenhouse gases	<input type="checkbox"/> None	<input type="checkbox"/> Other
<input type="checkbox"/> Ozone	<input type="checkbox"/> Particulates	<input type="checkbox"/> Sulfur dioxide		



Submission page – Languages, agency, file upload

Language(s) this item is produced in: (Check all that apply)

<input type="checkbox"/> Cambodian	<input type="checkbox"/> English	<input type="checkbox"/> Hmong	<input type="checkbox"/> Laotian	<input type="checkbox"/> Russian
<input type="checkbox"/> Spanish	<input type="checkbox"/> Vietnamese			

Project Developer/Lead Agency

Enter: Permission to use item (check one): Contact Agency Not required

File to Upload:

Submitted by: Agency: Phone: E-mail:



View the site at:
www.AirShare.info

Sign up as a registered member today at:
www.AirShare.info/signup

