# Communicating Air Quality to the Community Training Workshop

Radisson Hotel Research Triangle Park
Research Triangle Park, NC
July 20-21, 2011

## Agenda

***Course Goals:***

1. Understand a science-based approach for communicating effectively in high concern, low trust, sensitive, or controversial situations. (Risk Communications)
2. Strengthen skills to convey our messages for the media and public (Mapping the Message)

***Course Objectives:***

At the end of this workshop, you will be able to:

- Understand the theoretical components of risk communications;
- Better communicate "competence";
- Identify factors that promote the perception of risk;
- Learn basic rules and tips for dealing with the media and public audiences;
- Answer tough questions from the media and a concerned community; and
- Participate in a one-on one mock interview.

***Instructors***

Gail Tindal and Helen DuTeau, EPA Region III

---

***July 20, 2011***

8:00 AM Registration

8:30 AM Introductions and Overview of Workshop
*Susan S.G. Wierman, MARAMA*

9:00 AM Community Project Experiences

Claymont Dust Studies
*Betsy Frey, DE*

Hopewell Study
*Chuck Turner, VA*

10:00 AM Break

10:30 AM Training Course Begins – Risk Communication

12:00 AM Working Lunch

Presentation: Data Mining to Cluster Sites, Express Concentration Trends, and Compare How Well Models Identify Violations
*Ken Walsh, SAIC*

2:15 PM Training Course Continues – Risk Communication/Mapping the Message

3:45 PM BREAK

4:00 PM Training Course Continues (1 hr) –Mapping the Message

5:00 PM Wrap Up

5:15 PM ADJOURN

6:15 – 9:00 PM MARAMA Board Dinner Meeting (Invitation only)

***July 21, 2011***

7:30 AM Registration

8:00 AM Training Course Continues – Media Training

10:00 AM BREAK

10:30 AM Training Course Continues – Media Training

12:30 PM Working Lunch

Presentation: Preparing for new Secondary Standards for NOx and $SO_2$
*Rich Scheffe, EPA OAQPS*

2:00 PM Workshop Wrap-Up & Evaluation

2:30 PM ADJOURN