

Communications Committee Meeting Notes

April 7-8, 2004

Tempe Mission Palms Hotel

Tempe, Arizona

Wednesday, April 7

- 1:30 PM **Greetings, review agenda, approve minutes of Oct. 13, 2003**
Present in person: Kathy Van Dame, Pat Murdo, Cyra Cain, Al Zemsky, Sheldon Selwyn, Trisha Frank, Melissa Estes, Cathy Messerschmitt, Javier Silva, Nancy Velarde-Gibson, Lisa Reiner, Dan Clark, Lee Alter, Brad Bissy, Barry Aarons, and Carl Bowman (taking these notes...)
Present via phone: Judy Rocchio,
All welcomed everyone and encouraged everyone to participate.
- 1:45 & 4:50 **Tribal communication issues:** Cyra asked about the adequacy of the tribal resources page on the website. Right now, Nancy V-G is getting email addresses, but it is a challenge, NTEC is also working on it, and has databases and relationships with other organizations (Dan C. noted that Bill Stokes may be a good source for Alaskan information). However, since tribal governments are changing just like others (with elections, etc.) it is important to keep "in touch" to have current information. Cathy M. also pointed out that computer-based communication with the tribes has serious limitations (many don't have computer access). The WRAP Sheet does go out via e-mail and fax, and NTEC has handled mailing hard copies to those tribes without electronic access. Cyra C. noted the Air Quality Modeling Forum is about to begin work on Alaska and tribal input is needed. Javier S. has found the webpage useful, also noted the difficulty in keeping updated on tribal government contacts. Melissa E. has visited the website and gets electronic communication, and found it helpful (although she didn't give it a "critical evaluation").
- 2:05 **Liaison with forums/committees; status and how to enhance committee productivity (Lee Alter):** Lee highlighted forum current projects and their communication aspects. In general, internal communications have been efficient and valuable, and are increasingly necessary for everyone in the WRAP to devote at least some time to. He suggested an "annual report" or "progress report," about 8 pages long. with color and bound for meetings, funding discussions, and general outreach. Should be a general "all audience" report to give a balanced view, but inserts could address tribal (or other) issues specifically - we must keep the state-tribal partnership in clear focus. How to proceed? Need to discuss with the co-chairs of committees and forums, and then with Patrick C. and Bob G. **Al Z. and Pat M. and Lee A. will start these discussions and get pricing information to Dan C. for funding a progress report.**
- List servers are in place and used by some, but not all committees and forums to be sure everyone is included. Lee A. maintains the lists on the servers, and responds to returned e-mail error messages in maintaining them. **Lee A. will resend list serve instructions.**
- 2:15 **Planning Team update: work plan review (Dan Clark):** Dan Clark reported expenditures, but money is available for new projects. WRAP has been very flexible in making money available for important projects. Nancy G. has been working on a video looking at "Western Science, Traditional Values" with input from Alaskan villages that we may want to evaluate for distribution. A discussion with Brad B. and Cyra C. about making video available on the web, "flash" and "shockwave" programs make this possible, but we'd want to include an address to get a "real" copy. Brad B. already has about half of the slide show in video format with voice over that we could evaluate as a test. Training is another possible valuable use for this technology. **Brad B. will take the lead in getting a demonstration together.**
- 2:30 **Handouts: a review of current materials; children-related handout (Pat Murdo):**
Pat M. displayed material available from EPA website under "educational materials" (she received them from EPA in about 3 days!). This could be a valuable link on our website. Most are oriented for classroom use, and could be a valuable part of our outreach. Pat M. has drafted a handout for lower elementary students, and suggests having a contest for community college art departments to illustrate it. Can WRAP money be used as a contest prize? Cathy M. said it was OK for EPA grants to be used as

awards. The Communications Committee would be the judge. By making it a contest, we are then educating the community college contestants. However, the turn-around time is an issue; it would be quicker to use a commercial artist (but then would miss out on educating the college artists). We also need to consider target audiences - the reality of a tribal village is very different from an urban environment. Also remember that Alaska has only one "reservation" and "Indian Country" may be a better term, although it doesn't apply universally either. It is an awareness issue as well (world views of the various tribes are completely different), and generalizing has many pitfalls. Besides audience, the message should be focused - are we talking about air pollution/regional haze, or about the WRAP process. Answers to these questions may also be driven by the venue in which they are handed out (gateway communities, presentations, sent to teachers). There is a strong need to have an "air for dummies" outreach as well. **Pat M. will develop action plans for our own children's' handout (including timing and process for the "outreach contest" and an art RFP), and for redistribution of other documents for the committee review. A subcommittee (Lisa R., Trisha F., Pat M.) will review the action plans in mid May.**

3:05 **Break**

3:25 **State meetings: a review of public meetings/handouts for 309 states; potential for assisting 308 states (Lee Alter and Pat Murdo):** Pat M. notes that her handouts have been eagerly taken at meetings. Committee noted we should try to be using double-sided and recycled paper. The WRAP mission statement at the bottom should not be in quotes. Posters for the WGA energy summit were shown as well. There was a brief discussion of the WRAP Fact Sheet and how it deals with tribal membership. There is always a need for photos, including tribal lands, activities impacted by visibility, etc. Photos suitable for the web generally don't have the resolution needed for publications.

Lee A. gave a summary of activities. The Air Managers Committee is developing a paper on air quality/visibility on traditional tribal activities. The committee is also working on health aspects of visibility issues through literature review and quantification. The Attribution of Haze project (by both geographic and source category) is getting started - the audience is various levels of government, who are not technical, and the results are likely to become politicized. Communications present a dilemma identifying the audiences' technical levels. Mobile Sources is starting a program promoting retrofitting of off-road (mostly diesel) vehicles. They expect to hire a part-time coordinator to oversee the program, matching opportunities in technology with available fuels and making them attractive to businesses/contractors. Extent of outreach is unknown - it will be fairly focused but should be widely available. Fire will be hosting a workshop in Portland June 16-17 to adapt §309 products so they are useful for §308. The In & Near forum characterization of sources near the Class I areas is also nearing completion.

Hot topics on the website were discussed briefly - the Interstate rule is already posted. The mercury rule is one the WRAP board has declined to address as a body. Further discussion is deferred to tomorrow's webpage discussion. Also deferred was an "approaching deadlines" box to deal with WRAP materials out for review, major EPA actions, etc.

4:10 **Additional potential outreach opportunities/Small Business Assistance Programs Conference/ (Dan Clark):** Dan C. has been trying to get on agendas to spread the WRAP message to new audiences, and committee suggestions include International Society of Environmental Epidemiology (ISEE) in New York this August (discuss air, water), The American Indian Science & Engineering Society (AISES), NTEC, Tribal Planners Association, Air & Waste Management Association (Nashville, Oct.), National Association for Environmental Education, American Solar Energy Society. Pat M. noted it helps to get on the agenda as much as a year in advance, and some national groups don't want regional presentations, so we must be flexible. **If you know of a suitable audience opportunity, contact Dan C.** Dan then went through a draft of his presentation for the small business ombudsman conference and received lots of feedback from the committee.

5:00 **Adjourn**

7:00 **Committee dinner at My Big Fat Greek Restaurant**

Thursday, April 8

Present in person: Lisa Reiner, Brad Bissy, Cathy Messerschmitt, Trish Frank, Al Zemsky, Cyra Cain, Pat Murdo, Carl Bowman, Kathy Van Dame, Dan Clark

Present on phone: Judy Rocchio, Dida Cudrnak for Pat Port

- 9 a.m. **Speakers' Bureau update and outreach to Gateway Communities (Pat Murdo):** Barry A. has drafted a letter to states to improve our outreach opportunities and the Speakers' Bureau. After feedback, Patrick C. suggested holding off until it could be discussed with the air directors. Barry then spoke with the air directors yesterday and was well received. The letter initially will go out to state air managers. We will work with NTEC to get a similar letter to the tribes, which we would like to get out shortly after the letter to the states (be sure to let the states know that the letter is going to the tribes). Discussion affirmed the gateway community target audience and a two-year time frame. Carl B. noted the opportunity for synergism with the In & Near forum's gateway demonstration project. **After letters go out, Pat M. will follow up with a phone call to the 13 states. The number of tribes makes follow-up calls virtually impossible, but Cathy M. suggested NTEC will utilize existing tribal networks and their other resources to get the follow-up message out.** Questions and comments should go to Pat M. Cathy M. and Sandra Parker will be the tribal contacts at NTEC.
- 9:45 **Recruitment needs for Communications Committee:** Al Z. noted that our membership is officially approved by the Board. This committee has been one of the WRAP success stories. We always need more members, particularly in the tribal, general public, and business/industry categories. **Be sure to pass along any folks who are interested in being active members to one of the co-chairs.** New members can bring new ideas and perspective to assist and improve our products. Our membership goals are talent and balance, not a specific "head-count" size for the committee. The committee discussed ways of attracting new members, including speaking with air managers, adding a clause to outreach materials to check the website to learn what else WRAP does. Cathy M. also noted the challenge in keeping the work and members challenging and interested. The committee looked at options (and realities) of meeting in Alaska, and plenary meetings so all forums and committees can share ideas. Cathy M. noted the importance of our committee as a nexus for the WRAP's outreach, and plenary sessions can foster this communication. **Al Z. and Dan C. will discuss these ideas with Patrick C and Bob G.**
- 10:00 **"The WRAP Sheet" (Carl Bowman and Subcommittee):** Carl B. and Pat M. provided an overview of the WRAP Sheet-writing process, noted the role of Patrick C. and Bob G. in their "oversight," providing issues and articles to include in the WRAP Sheet. Lisa R. noted the semi-technical nature of the publication. We discussed how accessible the WRAP Sheet is to web searches - a quick Google search on regional haze brought up WRAP as the second site. Although the WRAP Sheet is "quarterly," its issuance should be driven by news rather than date. **The subcommittee and committee noted that more lead time is needed for scheduling the final review conference calls, and for Brad B. to produce print versions of the WRAP Sheet.**
- Discussion moved on to the "hot box" concept mentioned at the Board meeting. Availability of staff time to maintain such a feature on the website was discussed; it has been a problem in the past and was the reason for removing it from the website earlier. The committee noted that the "home page" already serves as a "hot box," since it is updated almost weekly. Cyra noted that Patrick C. and Bob G. actually decide what goes on the home page, and they are the people to consult with to address new issues on the home page.
- 10:30 **Break**
- 10:45 **WRAP Website: online look at the current site (Cyra Cain and Brad Bissey):** The committee reviewed upcoming issues to cover during Cyra C.'s vacation. Brad noted that his interactions with the committee members and others always help to improve the website. The site has tripled in size over the last year (the In & Near pages are by far the biggest addition). Visitors and visits have seemed to "plateau" but the number of files served continues to grow. Brad B. noted that relying on UNIX spares us a lot of attacks that a Microsoft system would be susceptible to. Brad will continue working with Lee A. to get the few remaining files from the old website sorted for linking to the new site or removing. They

are also working on ideas to make the new search engine bring up the most recent version of a document rather than all of the drafts as well. The tribal census data page was reviewed - we need to get Alaska added to the map. Currently there is adequate memory for the site at Cobalt, but eventually we will have to consider moving and/or a dedicated server. Brad noted that Marc Pitchford felt the "About WRAP" page is not inviting/useful for educating members of the general public. **The web subcommittee will explore a link for "first time visitors," and will meet in early June (either in person or via phone).** Lisa R. also stressed the importance of photos on the site, and Cathy M. will send Brad B. and Pat M. her photos of the Board meeting this week. Al Z. stressed our need for more "action" and story-telling photos. Pat M. also asked for high-resolution images to use in publications and posters. Brad suggested blogs (web logs) may be a useful tool for forum co-chairs to keep track of their activities and supplement mailing lists - Brad will forward copies of existing blogs to the web subcommittee for evaluation. Cyra C. will explore the value of highlighting mercury and IAQR as "approaching deadlines" on the website with Lee A. Brad is working with Lee A. to expand the calendar function to get a grid/month-at-a-view display, and adding project review deadlines. Co-chairs need to be reminded that it is their responsibility to keep their rosters updated. Brad reminded everyone that if we have an urgent need, don't only rely on e-mail, give him a call. Since WRAP staff is now performing the committee liaison function, we should remove the IOC and TOC liaison assignment from the Communications Committee web page.

11:45

Recap and action items (Carl Bowman and all): Logo use will stay with the current two (color and black-and-white). Action items and notes were "touched up."

Noon

Adjourn