

# Ozone Media Kit

U.S. Environmental Protection Agency



## TIP SHEET

- Take a quick, unscientific “on-the-street” poll to see whether people in your community understand the difference between ground-level ozone and stratospheric ozone. Use your story to explain the difference to the rest of your community.
- Is ozone pollution on the rise or the decline in your community? Use information from EPA’s Air Quality Trends Report and work with your state/local air pollution control agency to take a historic look at ozone pollution in your area. Why is it going up? What actions helped reduce it? Don’t forget to look at the weather, too — that can play a major role.
- Work with your local hospital to do a story on emergency room visits because of asthma. Are these visits up in the summertime? What do doctors see as the reason?  
NOTE: Hospital visits and emergency room visits typically increase about 24 hours after ozone levels are high. This is because it takes time for the inflammation to develop in the airways.
- Forecasting (good for a sidebar). Meteorologists used to focus only on the weather. Now many are being pulled into another type of prediction: air quality forecasting. Find out whether your city or state forecasts air quality, and tell your readers, viewers or listeners how it’s done — and why it’s important.
- Does your state or local air pollution control agency announce ozone action days? Find out what major employers in the area are doing to reduce pollution on those days. What’s your local government doing? Your state/local air pollution control contacts may have suggestions for places to start.
- Cover clean air activities in your community. Run a side bar with your story that includes tips for reducing ozone — and protecting yourself from ozone damage.
- Don’t forget plants. Nationwide, about \$500 million in crop damage is attributed to ozone every year. Find plant pathologists or agriculture experts who can talk to you about ozone and crops in your state.

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