



Marketing and Media Outreach Update
April 2019

Public Relations

- Building on last year's success, organize another highly visible press event and summer media tour
- Include multiple stakeholders to draw attention to messaging and partnerships
- Follow-up with increased social engagement and interview opportunities throughout campaign



Marketing and Media Outreach 2019 Look Ahead

Summer Ozone Season Campaign Launch

- May 22, 10am in Washington, DC
- Speakers:
 - WILLIAM ELLIS, Board Chair/Pepco
 - DAVID F. SNYDER, Councilmember, City of Falls Church, VA Chair, Metropolitan Washington Air Quality Committee
 - HEDRICK BELIN, President, Potomac Conservancy
 - PAT CASSIDY, Virginia Green Initiative
 - SIONA PRASAD, student speaker
 - Additional TBD



Clean Air Partners Marketing and Media Outreach Program Recap

Grassroots Engagement

- Continue Clean Air Ambassador outreach at Farmers Markets and other relevant events
- Montgomery County GreenFest: Sunday, April 28 from 11:00AM-4:00PM at Brookside Gardens



Marketing and Media Outreach 2019 Look Ahead

Social/Digital Outreach

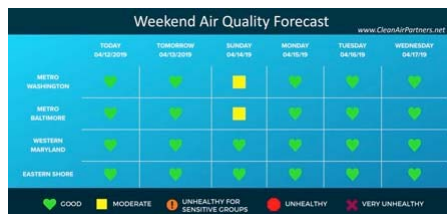
- Enhanced our existing editorial content calendar to include lessons learned from our first year
- Increased social presence with more posts
- Amplification through partners
- Meteorologist engagement



Marketing and Media Outreach 2019 Look Ahead

Meteorologists

- Built out targeted list of names (51)
- Expanded to print, radio, online
- Created content specifically for sharing w/ "weather" audience
 - #NationalHugANewsPersonDay
 - Historical #FunFacts
 - Weekend Forecasts



TV Stations	Print/Radio
<u>Baltimore</u>	Capital Weather Gang
WBAL (NBC)	WTOP
WBFF (Fox)	WBAL (radio)
WJZ (CBS)	Digital
WMAR (ABC)	Capitol Sports Forecast
<u>Washington DC</u>	MidAtlantic Wx Report
WJLA (ABC)	DMV Weather
WRC (NBC)	DC BikeWX
WTTG (Fox)	
WUSA (CBS)	
Telemundo DC	



Clean Air Partners Marketing and Media Outreach Program Recap

Partnerships/Fundraising

PARTNERSHIP DEVELOPMENT

- Potomac Conservancy
 - Cohosting “Paddle the Potomac” Alternative Happy Hour – 6/12
- Casey Trees
 - Roots to River Canopy Awards – 4/25
- Virginia Green Initiative
- One Montgomery Green



Clean Air Partners Marketing and Media Outreach Program Recap

Partnerships/Fundraising

SUMMER CAMPAIGN

- Sponsorship packages created
- Commuter Connections – \$10,000
- *Pending:* WGL as Signature Sponsor (\$50,000), including Breathe Easy Concert Ticket Giveaway for Jennifer Lopez on 7/18.
- In-kind donated media ask: June - August



Clean Air Partners Marketing and Media Outreach Program Recap

Partnerships/Fundraising

EDUCATION

- AGU - \$10,000 award for *On the Air*
- Others pending



Clean Air Partners Marketing and Media Outreach Program Recap

Partnerships/Fundraising

LAWNMOWER EXCHANGE

- C2 Recycling partner for exchange events
- Dominion Energy committed at least \$10,000
- Interviewed for \$50,000 Montgomery County Community Grant
- Potential partnership opportunities for follow up:
 - Prince George's County – Dept of the Environment
 - District Depart. of the Environment
 - Loudon County Dept. of Transportation and Capital Infrastructure
 - Maryland Department of the Environment
- Virginia Dept of Environmental Quality declined to support the event



Clean Air Partners Marketing and Media Outreach Program Recap

2020 Lawnmower Exchange Grant Prospects*

Funder	Status	Amount Request
Montgomery County Council/Executive	Pending	\$50,000
Walmart Foundation	Pending	\$5,000
Wells Fargo Foundation	Pending	\$35,000
MGM National Harbor Foundation	In queue	\$25,000
Oak Foundation	In queue	\$50,000
Turner Foundation	In queue	TBD
Revere Bank	In queue	\$25,000
Xerox Foundation	In queue	\$50,000
TD Charitable Foundation	In queue	\$50,000
Bank of America	In queue	\$25,000

** Our priority is to submit 10 proposals in 2019. Some prospects on this list might change based on modified eligibility or application requirements, but we will identify others to ensure we meet the target.*



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