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
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 AirShare Forum

• Post messages, exchange ideas, ask questions

• Many topics (20-30)

• Easy to post

• Subscribe to a forum
The toolbar connects to the News page. It 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!
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.
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.
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
Requires log-in. Manage your account, passwords, and edit or delete items you have submitted to AirShare.
• 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 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.
• 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.
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.
**Quick Links**

### Reference
- Abbreviations
- Air Quality Glossary
- Area Codes
- Convert Anything
- Dictionary-Thesaurus
- Email Search
- Perpetual Calendar
- Post Office Locator
- Time and Date
- Zip Codes
- World Time Zone

### 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

### Directories
- 000 Directory
- Infospace
- International Calling Codes
- NASA, Smithsonian

### Search Engines
- Ask Jeeves
- AltaVista
- Google
- Lycos
- Yahoo

### Photo Search
- AltaVista Photos
- Dita Photos
- Google Images
- Lycos Photos

### Internet News
- 1st Headlines
- Google News
- Dru德尔 Report

### News
- ABC News
- CBS News
- CNN
- MSNBC

### Weather
- The Weather Channel
- Weather Underground
- National Rail Info
- World Weather
- CBS News: Disaster Links

### Air Organizations
- STAPFA/ALPACO
- U.S. EPA
- APWA
- Environment Canada

### Allergies
- Allergy Map
- Pollen Count

### Related Organizations
- American Lung Association
- American Public Transit Association
- Association for Computing Machinery
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.
Submission page - What are you submitting?

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
<table>
<thead>
<tr>
<th>Project Type (Check all that apply):</th>
<th>Item name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td></td>
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<td>CD</td>
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<tr>
<td>Doorhanger</td>
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<tr>
<td>Innovative project</td>
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<tr>
<td>Outdoor advertising</td>
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<tr>
<td>Survey/evaluation</td>
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<tr>
<td>Annual report</td>
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<td>Calendar</td>
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<td>Employer outreach</td>
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<tr>
<td>Interactive kiosk</td>
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<td>Poster</td>
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<td>Videotape/DVD</td>
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<td>Audio</td>
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<td>Campaign</td>
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<td>Kids outreach</td>
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<td>Presentation</td>
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<td>Web site</td>
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<td>Booklet</td>
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<td>Coloring book</td>
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<tr>
<td>Exhibit/display</td>
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<td>Kiosk</td>
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<td>Promotional item</td>
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<td>Special report</td>
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<td>Flier</td>
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<td>Curriculum</td>
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<tr>
<td>Exhibit/display</td>
<td></td>
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<tr>
<td>Newsletter</td>
<td></td>
</tr>
</tbody>
</table>

**Details:**

Program item is associated with (if applicable):

Program Type: **Regulatory**

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

#### Pollutant(s) this item is associated with: (Check all that apply)
- [ ] Air Toxics
- [ ] Carbon Monoxide
- [ ] Greenhouse gases
- [ ] None
- [ ] Other
- [ ] Ozone
- [ ] Particulates
- [ ] Sulfer dioxide
View the site at:
www.AirShare.info

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