



**Metropolitan Washington Air Quality Committee  
December 19, 2012**

**1. Air Quality and Climate Actions**

- **Community Partnerships** – Clean Air Partners is continually looking for community partners to help cross-brand our activities across various outlets. We have recently developed event criteria that will be used to help diversify our geographic outreach. Outreach will also be enhanced by promotional products in development.
- **Newsletter** – A periodic Newsletter was initiated in early November. The regular communication with our partners and members of the business community will enhance our efforts to reach business leaders throughout the region and keep them engaged in our programming throughout the year.

**2. Marketing and Public Relations**

- **Media Recognition** – Clean Air Partners was awarded the National Health Information Merit Award for our summer awareness campaign, Real People, Real Benefits. The honor highlights the radio campaign that ran for two weeks over the summer.

**3. Curriculum and Outreach**

- **Slogan Contest** – Our Slogan Contest, now in its second year, received a total of 617 entries from 31 schools. Winners will be announced soon with a full press release going out in January. The winning slogan could be used as the theme for the Poster Contest.
- **Infographics Challenge** – Clean Air Partners is preparing for our first Infographics Challenge. The competition will be High School based and engage students to work as teams to develop thought provoking infographics using standard data and guidelines.

**4. Meetings**

- **November Executive Committee Meeting** – The annual November Executive Committee Meeting was held in Baltimore. The Committee discussed a finance/fundraising structure, future outreach opportunities and reviewed past accomplishments.
- **Annual Celebration** – The Annual Celebration Committee has been working on developing a more aggressive schedule that would allow for multiple events highlighting different aspects of the Clean Air Partners program, including the hosting of events during Air Quality Awareness Week.