

The Great American Woodstove Changeout Available Marketing Tools – 7/22/06

General Program Materials



Item #1: Changeout Brochure

Audience: Consumers, Stakeholders/Partners, Influencers

Distribution: Stakeholders/Partner communications channels

Other: PDF on the EPA Web site

Size: Two versions, one that is for offset (9" x 4" folded) and one for quick print (8.5" x 3.5" folded)

Target Audience Breakdown

Consumer

- People that burn wood in a non-certified wood stoves
- Low income families/communities that use a wood stove as a primary heat source
- People that burn wood in an EPA-certified wood stove and are burning incorrectly

Stakeholders (Partners)

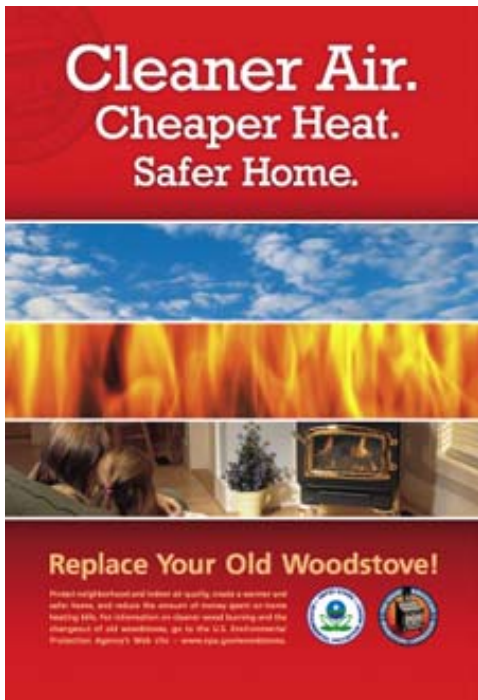
- Agencies that communicate with people that burn wood
- Organizations and foundations that are interested or have a vested interest in reducing wood smoke in community neighborhoods
- Non-attainment communities due to PM2.5
- Organizations/companies that are directly involved in servicing wood stoves and/or providing a service surrounding heat in consumers' homes

- Hearth retailers
- Hearth, Patio & Barbecue Association (HPBA) national and affiliates
- Chimney sweeps
- Chimney Safety Institute of America
- Pellet Fuels Institute
- Pellet fuel manufacturers
- STAPPA / ALAPCO members
- Air districts
- Federal Low Income Home Energy Assistance Program

- Low income weatherization experts
- Fire departments
- National Fire Protection Association
- American Lung Association – National and local chapters
- Centers for Disease Control of Minority Health
- National Indian Health Board
- U.S. Department of Health and Human Service
- Local health departments
- National Association of Certified Home Inspectors
- National Association of Home Inspectors
- Home inspectors

Influencers

- Media



Item #2: Poster

Audience: Consumers, Stakeholders/Partners

Distribution: Stakeholders/Partners communications channels, direct

Other: PDF on the EPA Web site

Size: 19" x 25"



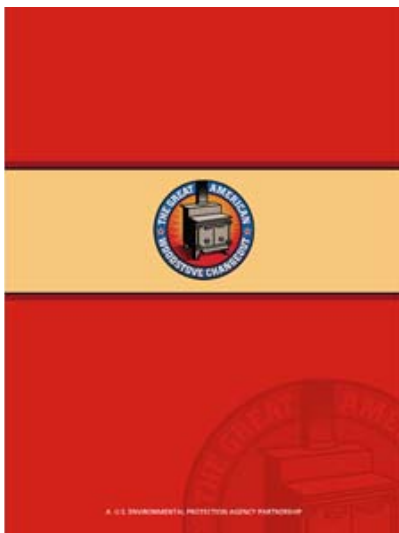
Item #3: Burn Clean Fact Sheet

Audience: Consumers, Stakeholders/Partners, Influencers

Distribution: Stakeholders/Partners communications channels, direct

Other: PDF on the EPA Web site

Size: 8.5" x 11"



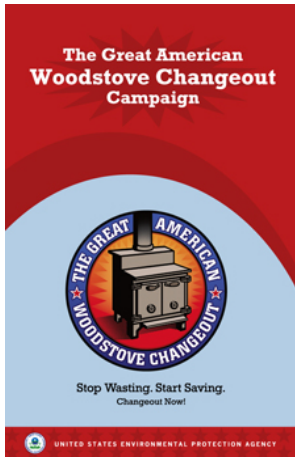
Item #4: Folders

Audience: Stakeholders/Partners, Influencers

Distribution: As needed at presentations and at press events

Size: 9" x 12"

Area Changeout Tools - Partners

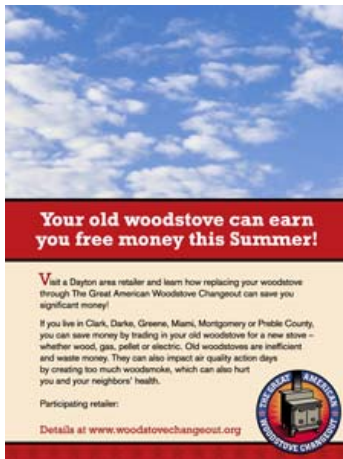


Item #5: Area Specific Brochure Template

Audience: Consumers, Stakeholders/Partners, Influencers

Distribution: Stakeholders/Partners communications channels

Size: 8.5" x 5.5" folded



Item #6: Partner Print Advertisement Template

Audience: Consumers

Distribution: Printed communications channels

Item #7: Partner Broadcast Copy Advertisement Template

Audience: Consumers

Distribution: Broadcast communications channels

Item #8: Partner Newsletter Copy Template

Audience: Consumers in a targeted area, Stakeholders/Partners

Distribution: Stakeholders/Partner newsletters



Item #9: Press Event Banner

Audience: Stakeholders/Partners, Influencers

Distribution: Displayed at press event

Size: 96" x 28"

Area Changeout Tools - Retailers

Item #10: Can Coolers

Audience: Consumer changeout participants, Stakeholders/Partners

Distribution: Hearth retailers after changeout



Item #11: Retail Print Advertisement Template

Audience: Consumers, Stakeholders/Partners

Distribution: Print media



Item #12: Stove Hang Tag

Audience: Consumers in the retail environment

Distribution: Hearth retail location (on stoves)

Item #13: Banner

Audience: Consumers passing by the retail environment

Distribution: On front of store at point of sale

Size: 96" x 28"