

# Ground-level Ozone

U.S. Environmental Protection Agency



## LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS

**CLIENT:** US EPA  
**TITLE:** Having a Bad Air Day?  
**LENGTH:** :60  
**CODE:** US-EPA-2000A

### LIVE READ RADIO PSA

Having a bad air day?

If the Air Quality Index is over 100, you bet you are. Summer is ozone season and with longer days and temperatures that soar, pollution that fouls the air does too.

Nitrogen oxides and organic chemicals cook in the sun to form ground-level ozone that is unhealthy to breathe — especially for sensitive groups like kids, asthmatics and active adults who work or play outdoors.

The Air Quality Index — or AQI — can help you protect your health this summer by keeping you informed about ozone.

The AQI tells you about air quality in an easy to understand color-coded numerical scale that ranges from 0, which is green or “good”, up to 300, which is purple or “very unhealthy.”

So use this rule of thumb: Any time the AQI is forecast to hit above 100 — that means code orange, red or purple — consider adjusting your outdoor activities to reduce exposure to air pollution.

To find out more about the AQI, check your local paper, TV or radio station or visit **www. <YOUR LOCAL AIR DISTRICT>** and don't let a bad air day get you down.

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## LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS

**CLIENT:** US EPA  
**TITLE:** Common Sense  
**LENGTH:** :60  
**CODE:** US-EPA-2000B

### LIVE READ RADIO PSA

This summer, before you work out, exercise a little common sense. If you're making outdoor exercise part of your summer plans, find out when peak ozone levels are expected.

How? It's easy. Just get in the habit of checking the Air Quality Index — or AQI — in your paper, just like you'd check the weather. The AQI forecast lets you know when ozone is predicted to reach unhealthy levels, in a simple, easy to understand color-coded numerical scale.

Any time the AQI is forecast to hit above 100 — that means code orange, red or purple — consider adjusting your outdoor activities to reduce exposure to unhealthy levels of ozone air pollution.

Exercise in the morning or later in the evening when ozone levels are lower. Spend less time at vigorous outdoor activities, if you can. Or, take it a little easier when you work or play outside and pollution levels are high.

Exercising a little common sense BEFORE you exercise can go a long way in reducing exposure to ozone air pollution and its harmful effects on your health.

So get smarter and breathe easier by finding out about the Air Quality Index in your local paper, on TV, on your favorite radio station or by visiting **www. <YOUR LOCAL AIR DISTRICT>**.

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## LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS

**CLIENT:** US EPA  
**TITLE:** Health Plan  
**LENGTH:** :30  
**CODE:** US-EPA-2000C

### LIVE READ RADIO PSA

Ready for a health plan for everyone?

Say hello to the AQI — a clear and effective health plan — if you follow it.

AQI stands for the Air Quality Index — an easy to understand scale that lets you know whether our air is forecast to be healthy or unhealthy to breathe — and that's especially important for active adults who work or play outdoors, asthmatics and kids.

So get smarter and breathe easier by making the AQI forecast part of your health plan this summer.

Look for it in your local paper or on TV. Listen for it on your favorite radio station or visit **www.**  
**<YOUR LOCAL AIR DISTRICT>**.

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## LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS

**CLIENT:** US EPA  
**TITLE:** Index  
**LENGTH:** :30  
**CODE:** US-EPA-2000D

### LIVE READ RADIO PSA

An Index more important than the DOW? Hard to believe, but true.

It's called the AIR QUALITY INDEX and it can help you look out for your health this summer.

It's simple, accurate and tells you whether the air is forecast to be healthy or unhealthy to breathe.

With the Air Quality Index — or AQI— you can adjust your outdoor activities around peak unhealthy ozone periods — which is especially important for active adults, asthmatics and kids.

There's more than one Index to check each day — make the AQI forecast one of them.

Look for it in your local paper or on TV. Listen for it on your favorite radio station or visit **www.**  
**<YOUR LOCAL AIR DISTRICT>** .

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## LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS

**CLIENT:** US EPA  
**TITLE:** Bad Air Day :15  
**LENGTH:** :15  
**CODE:** US-EPA-2000E

### LIVE READ RADIO PSA

Having a bad air day?

If the Air Quality Index is over 100 — that means code orange, red or purple — you bet you are. Summer is ozone season and with longer days and temperatures that soar, pollution in the air does too.

To find out more about ozone, check your local paper, TV or radio station or visit **www. <YOUR LOCAL AIR DISTRICT>**.

**CLIENT:** US EPA  
**TITLE:** Common Sense :15  
**LENGTH:** :15  
**CODE:** US-EPA-2000F

### LIVE READ RADIO PSA

This summer, before you work out, exercise a little common sense by checking the Air Quality Index.

When it's forecast to hit above 100 — that means code orange, red or purple — consider adjusting your daily outdoor activities to reduce your exposure to ozone air pollution.

Look for it in your local paper or on TV. Listen for it on your favorite radio station or visit **www. <YOUR LOCAL AIR DISTRICT>**.