



**EPA Research and Development  
Public Affairs and Science Communication (PASC)**

# MULTI-YEAR ANNUAL WORK PROGRAM

Project Focus Area	Activities	Completion Date
External Communication	Article and Feature Story Research and Strategy	Feb-05
	Speakers Bureau	ongoing
	"Science Writers" Circle	ongoing
	Major Event and Product Marketing/Promotion Service	ongoing
	Major Events, Tours, and Advance (Management)	ongoing
	General Literature	ongoing
	Video and Audio News Releases	Sep-07
Internal Communication	Communication Strategy for Scientific Multi-Year Plans	Sep-07
	Information Mgt. Strategy and Process Map Handbook	Mar-08
	ORD Radio	Sep-07
	Promotion/Internal Communication for ORD Radio	ongoing
	Significant Actions Web-Based Database	May-05
	Communication Guidelines	Aug-05
	All-Hands Communication Tool Development and Design	Nov-05
ORD Web Communication	Needs Analysis - EPA Program and Regional Offices	May-06
	Inventory and Analysis of Contents (Intranet/Internet)	May-05
	Web Content Development and Strategy	Jul-05
	PowerPoint Web-based Database	Dec-05
Communication Research	ORD Photo Archives and Photo Project	Jul-06
	Web Review (Audit on Usability, Quality, Logic Links, etc.)	Sep-05
	Stakeholder/Target Audience Needs Analysis	Apr-05
	Brand Audit (Visual "Look and Feel" and Identity - Electronic and Print)	Apr-05
	Inventory of Internal/External Communication Vehicles	Sep-05
	Internal Communication and Information Management Audit	Oct-05
	EPA Perception/Image Research	Nov-05
	Content Analysis - Media Research	Aug-05
	Readership/Product Use Survey	Dec-05
External Review and Evaluation	Dec-05	
ORD Visual Identity	Visual Identity and Graphic Design Project (Research, Guidelines, Employee Brand Book)	Apr-05
	Publication Series Development and Design	Dec-05
	Web Site (Internal and Intranet) Identity Development and Graphic Design	Nov-06
"Science for You" Campaign	"Science for You" Radio PSA Campaign	Sep-07
	"Science for You" Web Page Design and Development	Sep-07
	Radio and Television News Director Science Awareness Program	Sep-07
	ORD Science Education Materials - "Science for You" Brand	Sep-07
Media Relations	Development of, and Training for ORD Web-based Newsroom	Dec-04
	ORD Print and Virtual Press/Media Kit	ongoing
	Media Relations Multi-year Strategy	Jan-05
Project Communication	Project Communication Training and Orientation	Apr-05
	Project Communication Identification and Prioritization	ongoing
	Project Communication Pilots (3) (+ 3rd project \$)	Dec-07
Administration	Business Planning and Administration	ongoing
	On-Command Communication Requests from the Field	ongoing
	Partnerships and Strategic Alliances	ongoing
	Learning/Training	ongoing
	Travel	ongoing