

**LAND-HC Committee on Green Building:  
Green Building Media Campaign  
Action Plan**

<b>Tasks (steps, sequence, and specific requirements)</b>	<b>Responsibility (persons, agencies)</b>	<b>Schedule</b>	<b>Budget and Funding</b>
<b>a) Develop and publish a well-researched, understandable primer on the costs/benefits of Green Building</b>	Eric Russo, Dean	Nov 2005 to Apr 2006	N/A
i. Complete research, develop draft of primer, distribute to Committee Members for review and comment (on-line, with all to see the evolving document)	Eric Russo, Dean	Nov, Dec 2005 Jan, Feb, Mar 2006	N/A
ii. Finalize draft and have HCRPC/LAND-HC publish--- as: <i>Green Building: An Economics Benefits Primer</i>	Eric Russo, Dean	Apr 2006	N/A
iii. Develop news release and "release" to the press	Dean	May 2006	N/A
iv. Identify and distribute Primer to potential users, including Planning Partnership ListServ	Dean	May 2006	N/A
<b>b) Develop and publish a Green Roofs Primer utilizing Gerson and U.C. Architecture Students research</b>			
i. Complete research, develop draft of primer, distribute to Committee Members for review and comment	Jennie & U.C. Students, Joanne, Dean	Apr 2006	N/A
ii. Finalize draft and have HCRPC/LAND-HC publish--- as: <i>Green Roofs Primer</i>	Jennie & U.C. Students, Joanne, Dean	May 2006	N/A
iii. Develop news release and "release" to the press	Dean	June 2006	N/A
iv. Identify and distribute Primer to potential users, including Planning Partnership ListServ	Dean	June 2006	N/A
<b>c) Develop a Green Building Feature Series and formalize an agreement with local newspaper (Cincinnati Enquirer, Cincinnati Post, Business Journal), the Community Press Newspapers to publish the series:</b>			
i. Develop Green Building topics for news stories	Committee	Feb/Mar 2006	N/A
ii. Write two sample articles, keep to 500 words, feature specific local Green Building examples	Eric, Gerald Checco	Mar/Apr 2006	N/A
iii. Contact and meet with prospective reporters to discuss publishing a Green Building Series	Dean, Chad, Holly, Alan, Alan, Stuart, etc.	Feb/Mar/Apr 2006	N/A
iv. Review articles prior to actual publication to assure effectiveness		Apr –Dec 2006	N/A
<b>d) Develop Green News Release Program to alert local press of local, national and international Green Stories</b>	Dean, (Sean Fisher student volunteer)	Continuous 2006	N/A
i. Consistently review appropriate WEB sites--- Worldchanging.com, Treehugger.com, Grist.org, Viridiandesign.org for timely Green news stories and develop news releases and distribute to local press	Dean, Sean	Continuous 2006	N/A

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groups			
ii. Report on local Green groups and happenings—develop news releases and distribute to local press groups	Dean, Sean, ???	Continuous 2006	N/A
iii. Post local green groups' events on LAND WEB page to help promotion of their groups' missions	Sean	Continuous 2006	N/A
iv. Post links on LAND WEB page for local green groups	Sean	Continuous 2006	N/A