

Air Quality Flag Program

Tips for Planning a Flag Event

A flag event is a great way to celebrate raising the first air quality flag at your school, business or organization. Gather your students and/or colleagues around the flag pole and invite local dignitaries and the press. Explain to the group what the flags represent and why the program is important. Here are a few tips when planning a flag event:

1. Get permission from the school principal, supervisor or CEO to plan a flag event and work with them to set the date and time.
2. Plan to have the event around the flag pole or area where the flag will be displayed.
3. Confirm ahead of time that you have the necessary hardware to raise the flag (clips) or to mount it to a building (brackets).
4. Obtain a speaker system.
5. Invite individuals such as the mayor, principal, CEO, flag coordinator, supervisor, school nurse or EPA representative to give brief remarks.
6. Prepare talking points for the speakers.
7. Ask for volunteers to hold or display the flags during the ceremony and help raise the flag.
8. Invite the press and even your local TV station – this will be a good news story.
9. Prepare a press release for your local newspaper – the template is on www.airnow.gov/flag.
10. Be sure to help your group understand what the flag colors mean before the event.
11. Take lots of pictures to post on your website and in the Photo Gallery.

