

**Howard Rieger, East End Neighbors Fight Against Pollution:
Southwest PA Grassroots Resident-Led Town Halls
Social Media Digital Coordinator**

August, 2022

MISSION

We are a group of Allegheny County grassroots organizations seeking to transform the Pittsburgh region by addressing the health consequences of air pollution. Through a series of 7 virtual resident-led town halls held over the last 18 months, we have coalesced a mailing list of more than 1,000 individuals who share our goals.

Here are the facts:

- We are in the 1% worst locations in the country for cancers caused by air pollution.
- Our youth asthma rate for those living closest to point sources of pollution is as high as 3 times the national average.
- The Liberty/Clairton EPA air quality monitor is the 37th worst out of 750 nationwide; North Braddock is the 77th worst, and the Parkway East, the 83rd in 2021.
- The health consequences of air pollution harm environmental justice communities disproportionately.
- Our massive healthcare establishment has refused to respond to our urgent pleas that they speak out about this threat to our health and well-being.

JOB DESCRIPTION

As a volunteer-led organization, we believe that the time has come to seek a part-time consulting expertise in communications, public relations and social media.

Town Halls are held approximately every two months, and while we have had as many as 170 registrants, we have experienced significant drop-off on the day of our events. We would like to review our method for reminding and attracting registrants to join Town Halls when they occur.

Further, we believe that there may be more effective ways to generate public and media interest for future Town Halls.

OBJECTIVES

Work closely with the leaders of SWPATHS Town Hall Steering Committee to grow the audience for the air quality town halls. Discuss creating accounts on Facebook, Twitter and Instagram and amplify messaging across all platforms with the goal of audience growth. Alternatively, amplify messages through our collaborative accounts (East End Residents Fight Pollution, North Braddock Residents for Our Future, Rail Pollution Protection Pittsburgh etc.)

Tasks

1. Keep the SWPATHS [website](#) updated with the most recent videos, campaigns, messaging, blogs and photos, etc. via WordPress and Elementor.
2. Discuss pros and cons of creating social media accounts with steering committee for SWPATHS.
3. Send regular MailChimp emails to our established list to update the audience on new events, campaigns, news, etc.
4. Assist on marketing/advertising Town Halls through social media boosts, Mailchimp, print and radio advertising.

Job Qualifications

- Social Media Skills: Facebook, Twitter, Instagram, TikTok
- Knowledge of WordPress/ Elementor
- Graphic Design Skills a plus
- Knowledge of air quality messaging and concerns in SWPA a plus
- Familiarity with updating websites
- Familiarity with managing social media sites
- Creating Tik Tok videos, memes, etc.