



Audience engagement plan

Story description:

Plan status	IN PROGRESS EDITING APPROVED
Publication date	
Audience lead	
Reporter(s)	
Editor(s)	
Photographer(s)	
Data viz	
Notes	

On-platform

Story link	https://www.chicagotribune.com/2025/02/16/air-quality-monitors-chicago-pollution/ 
Title	Activists anxiously await air monitors, hope Chicago isn't backsliding on pollution promises
Really short title (think three words)	 Chicago's pollution promises
Social Title	Activists anxiously await air monitors, hope Chicago isn't backsliding on pollution promises
Title tag (meta title, 65 characters)	Activists hope Chicago isn't retreating on pollution
Meta description (one sentence)	The city expects the network to go online next year but won't have enough money to keep paying the community to help operate the monitors, publish results.
Meta keywords (think search terms: proper nouns, keywords associated with the subject matter)	Pollution, environment, climate, activism, diesel trucks, President Donald Trump, Mayor Brandon Johnson, Chicago, air monitors
Excerpt	The city expects the network to go online next year but won't have enough money to keep paying the community to help operate the monitors, publish results.

Off-platform

App push notification

Title (<25 characters)	Chicago's pollution promises
Text	Activists await air monitors, hope the city isn't backsliding on pollution promises
Segment(s)	Top News
Recommended send time	3 p.m. Sunday

Web push notification

Title (<25 characters)	Chicago's pollution promises
Message (<25 characters)	Activists anxiously await air monitors, hope Chicago isn't backsliding on pollution promises
Recommended send time	3 p.m. Sunday

Email alert

Subject line	Chicago's pollution promises
Headline	Activists await air monitors, hope Chicago isn't backsliding on pollution promises
Body	The city expects the network to go online next year but won't have enough money to keep paying the community advisory panel to help operate the monitors and publish results.
Distribution list	Breaking News, Don't Miss
Recommended send time	3 p.m. Sunday

Twitter

Tweet #1 language	The city expects a network of pollution monitors to go online next year but won't have enough money to help operate them and publish results.
Recommended send time	1:30 p.m. Sunday
Tweet #2 language	Chicago is building what climate scientists say could be the country's best system for monitoring tailpipe pollution from

	diesel trucks, but activists worry the city could be backsliding on pollution promises.
Recommended send time	6:45 a.m. Monday
Tweet #3 language	Activists anxiously await air monitors as City Hall events stoke concern for the program and Chicago's pollution promises as a whole.
Recommended send time	12:45 p.m. Wednesday
Possible thread	

Facebook

Headline language (<90 characters)	Activists anxiously await air monitors, hope Chicago isn't backsliding on pollution promises
Post language	The city expects a network of pollution monitors to go online next year but won't have enough money to keep paying community members to help operate them and publish the results.

Threads

Post language #1	The city expects a network of pollution monitors to go online next year but won't have enough money to keep paying community members to help operate them and publish the results.
Recommended send time	Sunday afternoon
Post language #2	Chicago is building what climate scientists say could be the country's best system for monitoring tailpipe pollution from diesel trucks, but activists worry the city could be backsliding on pollution promises.
Recommended send time	Monday afternoon

Bluesky

Post language #1	The city expects a network of pollution monitors to go online next year but won't have enough money to keep paying community members to help operate them and publish the results.
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Recommended send time	Sunday afternoon
Post language #2	Chicago is building what climate scientists say could be the country's best system for monitoring tailpipe pollution from diesel trucks, but activists worry the city could be backsliding on pollution promises.
Recommended send time	Monday afternoon

Instagram blurb (summary graf)

Chicago is building what climate scientists say could be the country's best system for monitoring tailpipe pollution from diesel trucks.

The city expects the monitors to go online early next year. But by then, Chicago won't have enough money to keep paying members of a community advisory panel to help operate the monitors and publish the results.

In an email sent to community groups four days after President Donald Trump's inauguration, and later obtained by the Chicago Tribune, the city offered only its "hope" that data from the monitors "will remain accessible to the public."

The email rattled activists who've been demanding air monitors for decades to document their case for electric truck mandates and land-use policies that disperse warehouses and truck traffic instead of concentrating them in Black and brown neighborhoods.

It left even supporters of Mayor Brandon Johnson wondering if he's sidelining his promise for an environmental justice crusade as he battles a rebellious City Council and a Chicago-bashing U.S. president.

Any backsliding would be especially worrisome for activists as Trump's EPA abandons federal environmental justice programs, shifting more responsibility to local government.

Read the full story at our bio link.



John Lippert / Chicago Tribune

Daywatch blurb (Two or three summary grafs)

Chicago is building what climate scientists say could be the country's best system for monitoring tailpipe pollution from diesel trucks.

The city expects the monitors to go online early next year. But by then, Chicago won't have enough money to keep paying members of a community advisory panel to help operate the monitors and publish the results.

[Read the full story here.](#)