



Eyes on the Environment

The National Environmental Education
& Training Foundation



Environmental Knowledge Gap

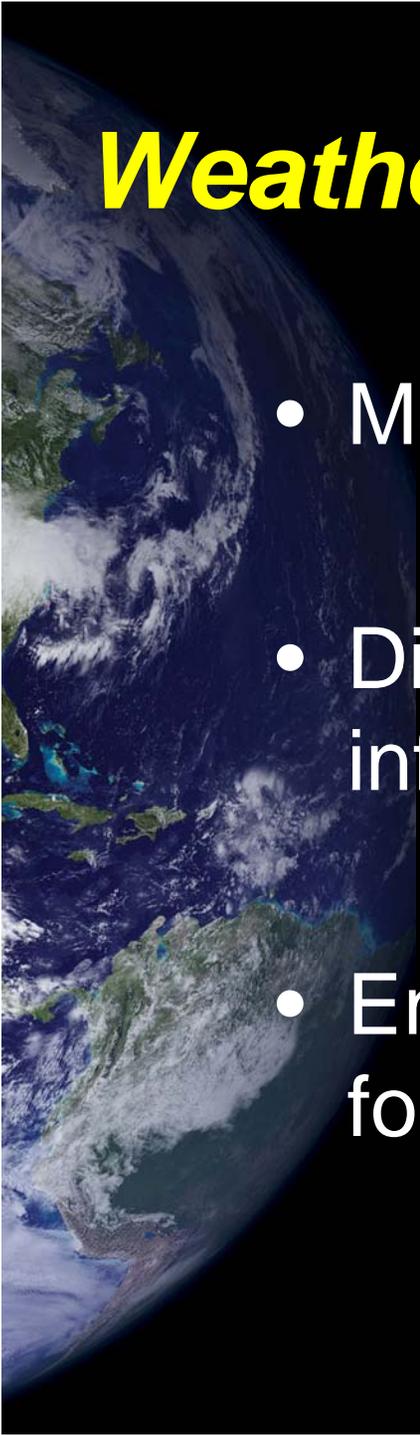
NEETF/Roper Research shows the public does not understand fundamental environmental concepts or their implications.

- Only **23%** of Americans know that run-off pollution is the number one cause of water pollution in the U.S.
- Only **41%** of Americans could define the term “watershed” in a multiple-choice format.

The Local Weather Report

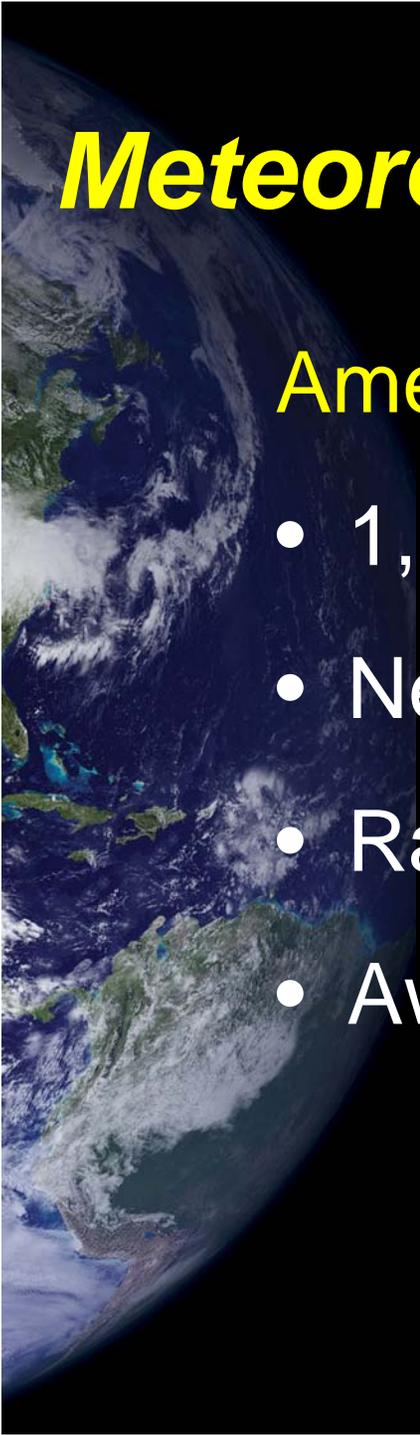
- Most Americans receive environmental information from the media.
- #1 reason why people watch the local TV news
- Local weather reports use visuals to present complex scientific ideas.
- Viewers are in a “Learning Mode.”





Weathercast to Envirocast

- Meteorologist as the “station scientist”
- Direct delivery of environmental information through the weather report
- Environmental education and training for broadcast meteorologists



Meteorologist as “Station Scientist”

American Meteorological Society

- 1,500 Broadcast Members
- New Certification Requirements
- Radio & TV News Directors Association
- Awards Program

Earth Gauge™

- A weekly e-mail service to help explain the environmental implications of weather events on-air.
- Tailored science-based information tied to the 3-5 day forecast.
- Easy viewer action tips.

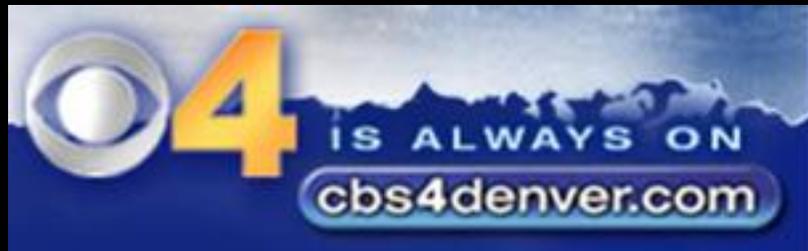


Making it Onto the Airwaves



WJAR-TV: Providence, RI
River Runoff

Reaching Millions of Viewers



“First of all, this is long overdue. This service gives us quick, yet valuable information that can be quickly used on the air. We especially like the fact that many of the topics are site specific.” --Tom DiVecchio, WJET-TV



“Earth Gauge has been very proactive in providing data that is user-friendly, easy to understand, and comprehensive. I look forward to the continued expansion of information and cities.”

--Keith Westerlage, The Weather Channel

“Your suggestion to viewers last night to switch from incandescents to CFLs was very welcome. We need prominent members of the community such as yourself to let consumers know – directly or indirectly – we need to reduce energy use and power plant emissions.” –Viewer Feedback

Earth Gauge™ Dissemination Strategy

TELEVISION

55 Markets

130 Million Viewers

The Weather Channel

NBC WeatherPlus

AccuWeather



NEWSPAPER

Syndicates

USA Today

Weather Columns



RADIO

The Weather Channel

Satellite

Radio-TV Networks



INTERNET

The Weather Channel

TV Station Web sites

Blogs
E-mails



PARTNERS

Non Profits

Government Agencies

Colleges & Universities



NATIONAL WEATHER SERVICE

122 Regional Offices

WCMS



On the Web

Monday, May 15, 2006

Pedal pushers are back in style

No, you haven't accidentally wandered into a [fashion website](#)--it's just that this week is Bike to Work Week, part of [National Bike Month](#).



It seems to me that, in these days of rising gas prices, everyone is looking for a way to save at the pump. Some are downsizing in their choice of car, or even opting for hybrid vehicles. Of course, the fuel efficiency helps the wallet, but it also helps the atmosphere as well. The less gas consumed, the fewer emissions produced. According to data from the [US Environmental Protection Agency](#), the average passenger car (newer cars may emit less, older cars may emit more):

--Emits 77 pounds of hydrocarbons and 38 pounds of nitrogen oxides (key ozone pollution ingredients)

--Emits 575 pounds of carbon monoxide (which reduces oxygen delivery to the body and aggravates some heart and lung conditions)

--Emits 11,450 pounds of carbon dioxide (traps heat in the atmosphere)

--Uses 581 gallons of gas each year

Of course, if you're like me (and I know I am), you probably live too far from work to make a bicycle commute a reality. Nevertheless, saving a few short car trips by taking the bike will likely save you a few bucks and could shave off a few pounds to boot. (Data courtesy of [National Environmental Education & Training Foundation](#))

Photo by Taya Lynn Gray, The Desert Sun for USA TODAY

Posted by Bob Swanson at 04:42 PM/ET, May 15, 2006 in Climate, Health, Sports | [Permalink](#) | [Comments \(0\)](#) | [TrackBacks \(0\)](#)



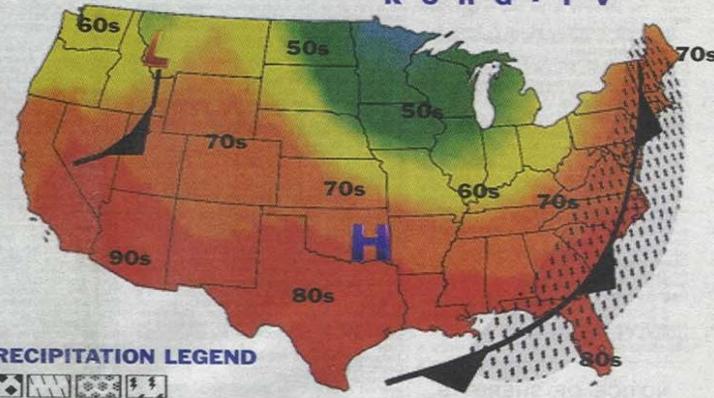
ASTRO DATA

Have you ever noticed that the moon seems to ride across the sky lower toward the south in the summertime? The opposite is true for the sun: high in the summer and low in the winter. The asteroid Sekania comes closest to Earth today.



THE NATION TODAY

Surface fronts, pressure systems and precipitation are in their positions at noon today. Temperature bands represent today's approximate forecast high temperatures.



PRECIPITATION LEGEND



The nation's hottest & coldest spots Sunday: 96 at Woodland Hills, Calif.; 18 at Stanley, Idaho

TRAVELERS' WEATHER

City	Today	Wednesday	Thursday	City	Today	Wednesday	Thursday
Albuquerque	80/56 sun	76/51 tst	73/54 sun	Memphis	77/52 sun	76/56 sun	79/70 sun
Anchorage	80/45 m	80/44 m	47/43 m	Miami	89/77 tst	89/76 tst	87/76 tst
Atlanta	76/54 tst	74/49 sun	76/59 sun	Milwaukee	52/44 cdy	57/46 sun	59/53 m
Atlantic City	75/62 sh	69/53 pc	66/54 sun	Minneapolis	50/37 cdy	61/48 pc	56/52 m
Baltimore	78/62 tst	72/56 sun	70/59 sun	Mobile	85/59 tst	82/57 sun	85/69 pc
Billings	71/47 sun	53/41 m	54/42 tst	Nashville	76/50 sun	69/49 sun	74/63 sun
Bismarck	57/35 sun	80/40 pc	54/40 m	New Orleans	83/65 sh	81/65 sun	83/74 tst
Boise	64/44 tst	64/47 sh	65/42 m	New York	76/61 sh	71/54 pc	67/54 sun
Boston	76/60 pc	71/54 m	65/51 sun	Oklahoma City	77/53 sun	82/63 sun	83/59 pc
Brownsville TX	90/70 tst	93/72 sun	97/78 sun	Omaha	63/40 sun	70/53 sun	61/49 tst
Charleston SC	85/86 tst	80/59 sun	79/65 sun	Orlando	88/73 tst	87/69 tst	90/72 sun
Charlotte	77/58 tst	75/50 sun	72/54 sun	Peoria	58/41 pc	63/49 sun	62/55 tst
Cheyenne	71/42 sun	66/37 tst	57/36 sh	Philadelphia	77/58 sh	70/50 pc	69/51 sun
Chicago	55/47 pc	60/49 sun	59/57 m	Phoenix	98/73 sun	89/73 tst	96/76 sun
Cincinnati	67/46 sun	63/42 pc	68/55 pc	Pittsburgh	70/52 pc	57/46 pc	65/54 pc
Cleveland	65/53 pc	60/51 pc	64/57 sun	Portland ME	73/58 pc	71/49 m	65/42 sun
Des Moines	59/37 pc	66/53 sun	60/52 tst	Portland OR	62/53 tst	64/56 m	63/51 sh
Dallas	86/63 sun	89/70 sun	91/77 pc	Providence	78/58 pc	71/49 sh	68/46 sun
Denver	76/49 sun	72/43 tst	63/45 pc	Raleigh/Durham	80/61 tst	74/52 sun	73/54 sun
Detroit	63/50 cdy	62/48 pc	64/56 sun	Reno	79/46 pc	77/46 sun	84/46 pc
Duluth	52/35 m	57/36 pc	55/45 sh	Sacramento	81/48 sun	83/51 sun	85/53 pc
El Paso	86/63 sun	87/66 tst	86/65 sun	St. Louis	67/43 sun	69/51 sun	66/58 cdy
Fargo	55/35 pc	62/45 pc	60/44 m	Salt Lake City	77/51 sun	57/45 tst	60/47 sh
Great Falls	65/46 sh	48/45 m	50/43 m	San Antonio	91/63 sun	91/69 sun	94/75 sun
Hartford	79/59 sh	71/49 sh	68/46 sun	San Diego	76/64 sun	74/64 pc	70/63 sun
Honolulu	89/75 sun	89/74 sun	89/73 sun	San Francisco	64/53 sun	70/55 sun	72/57 pc
Houston	88/62 sun	87/66 sun	89/76 tst	Seattle	63/52 m	63/54 m	60/49 sh
Indianapolis	59/44 pc	60/46 sun	63/57 cdy	Sioux Falls	55/33 sun	64/47 pc	56/44 tst
Jackson MS	82/54 sun	80/55 sun	84/68 pc	Spokane	59/42 tst	62/42 m	62/38 sh
Kansas City	66/44 sun	74/58 pc	70/53 tst	Tampa	88/75 tst	86/69 pc	89/71 sun
Las Vegas	93/69 sun	90/65 sun	93/69 sun	Tucson	93/64 sun	90/62 tst	86/61 sun
Little Rock	81/52 sun	79/55 sun	81/67 sun	Tulsa	75/51 sun	81/65 sun	81/59 tst
Los Angeles	80/60 pc	73/58 pc	75/60 sun	Washington D.C.	78/60 tst	67/53 pc	69/56 sun
Louisville	68/46 sun	64/46 pc	69/61 pc	Wichita	72/52 sun	82/58 sun	74/57 m

sun=sunny, pc=partly cloudy, cdy=cloudy, sh=showers, tst=thunderstorms, m=rain, sf=snow flurries, sn=snow, mix=mix, ice=ice

WORLD WEATHER FORECAST

Amsterdam	68/56 m	London	70/62 pc	Riyadh	106/81 sun
Baghdad	105/75 sun	Mexico City	74/57 tst	Rome	74/60 sh
Berlin	71/55 m	Montreal	69/52 m	San Juan	89/77 pc
Buenos Aires	73/52 cdy	Moscow	65/49 cdy	Seoul	78/64 sun
Cairo	95/75 sun	New Delhi	98/78 tst	Sydney	81/61 sun
Copenhagen	65/55 m	Oslo	61/44 m	Tokyo	80/73 tst
Hong Kong	90/78 sun	Paris	71/52 m	Toronto	68/52 pc
Islamabad	89/74 tst	Prague	63/53 m	Venna	64/57 m
Jerusalem	86/65 sun	Rio de Janeiro	74/73 pc	Warsaw	74/57 m

WEATHERWISE



Joe Winters

KCRG-TV9 First Alert Meteorologist

UPDATES www.kcrg.com

NATION TODAY

Rain and storms will continue in the East as a cold front slowly pushes out into the Atlantic.

Temperatures will be below average in the Midwest.

Most of the country will see dry weather related to high pressure

POLLEN COUNT

Today's allergy levels for the Corridor . . . 5.4 (medium)
Today's prominent pollen: Ragweed, chenopods and nettle
Source: pollen.com

WEATHERWISE



Joe Winters

KCRG-TV9 First Alert Meteorologist

Earth Gauge Tip

The final days of summer are officially upon us. However, as the forecast indicates, the temperature will be going down, bringing a fall-like feel to the air. By checking home heating equipment and making a few adjustments now, you can increase your home's energy efficiency and be ready for winter chills.

Have a professional check your heating system to make sure things are running properly.

You should take the time to find and seal leaks around the house—sealing holes around pipes, vents, and attic hatches, and adding weather-stripping around leaky doors and windows. This helps reduce the amount of heat escaping from your home this winter.

Earth Gauge Tip

The final days of summer are officially upon us. However, as the forecast indicates, the temperature will be going down, bringing a fall-like feel to the air. By checking home heating equipment and making a few adjustments now, you can increase your home's energy efficiency and be ready for winter chills.

Have a professional check your heating system to make sure things are running properly.

You should take the time to find and seal leaks around the house—sealing holes around pipes, vents, and attic hatches, and adding weather-stripping around leaky doors and windows. This helps reduce the amount of heat escaping from your home this winter.



Leveraging Partnerships

National Agencies & Organizations

- Edison Electric Institute
 - Local Utilities and Energy Efficiency
- National Audubon Society
 - Regional Wildlife Info

Regional and Local Organizations

- Iowa Stormwater Partnership
 - Cedar Rapids Stormwater Resources

University Programs

- Tennessee State University
 - Students Contributing Earth Gauge Info

www.earthgauge.net



Engaging Your Viewers

A program of the National Environmental Education & Training Foundation

View the February [Eyes on the Environment Newsletter](#).

Earth Gauge and the Eyes on the Environment program were recently featured in [EPA's Nonpoint Source News-Notes](#).

Home

The Service

Browse the Index

Participants

Resources

About



Tip of the week:

Gutters to Lawn

Welcome to Earth Gauge

Earth Gauge is a free environmental information service for broadcast meteorologists in major US media markets, based on the 3-5 day forecast. The service is designed to make it easy to talk about the links between weather and the environment on-air with simple "factoids" and viewer action tips.

Most Americans believe they know more about the environment than they actually do...

...Just 12% can pass a basic quiz on energy awareness.

...About 80% are influenced by incorrect or outdated information.

...Only 41% could correctly define the term "watershed" in multiple-choice format.

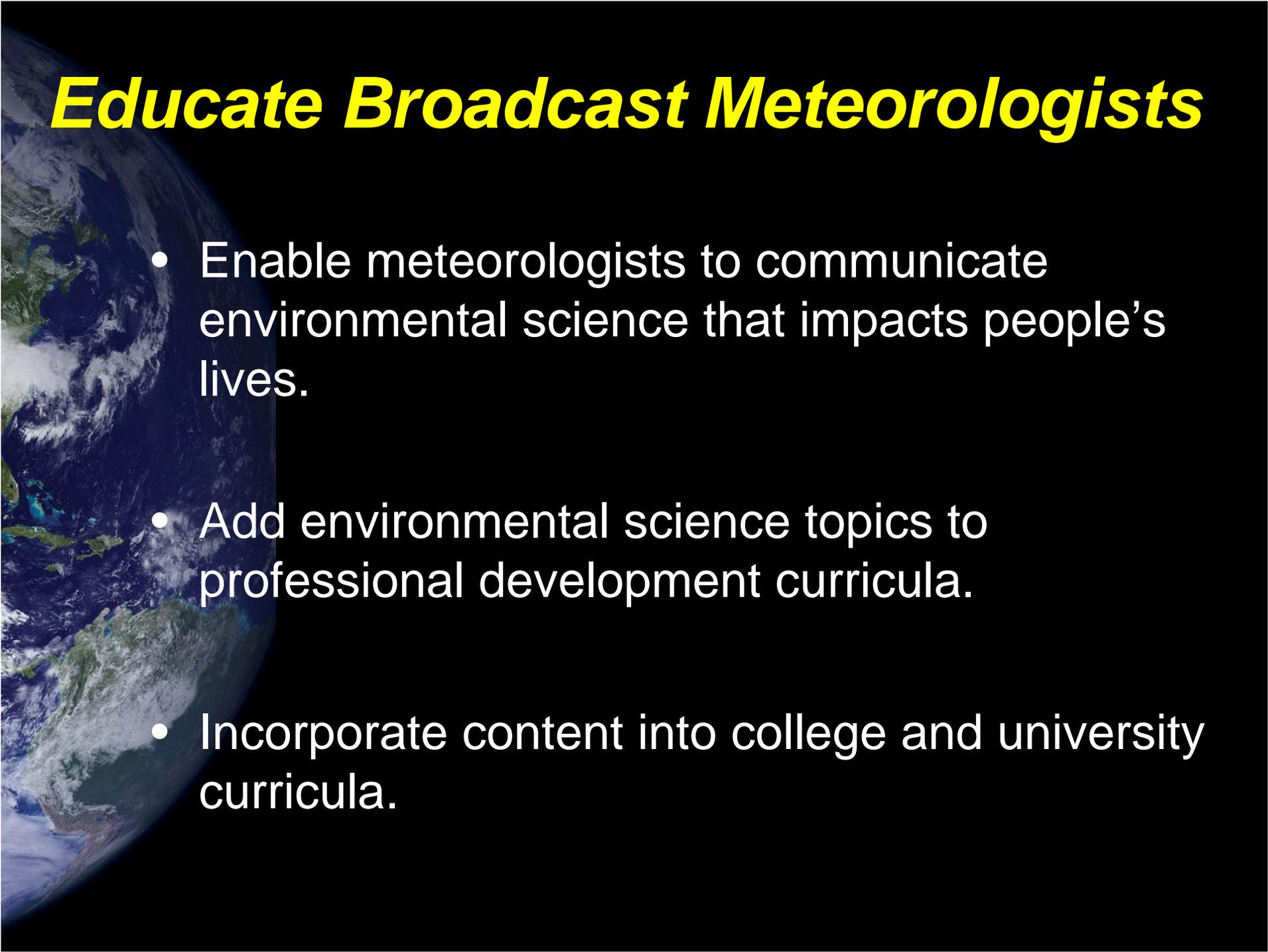


Source: [Environmental Literacy in America](#), NEETF, October 2005.

Market research in major television viewing areas reveals that **nearly 80% of viewers list the weather as the primary reason they watch the local news**. And, the local news is often the only place adults get any environmental information at all. This makes the weather report an ideal place to infuse environmental information into everyday life.

N • E • E • T • F

earthgauge@neetf.org



Educate Broadcast Meteorologists

- Enable meteorologists to communicate environmental science that impacts people's lives.
- Add environmental science topics to professional development curricula.
- Incorporate content into college and university curricula.

WATERSHEDS

Produced by the COMET[®] Program in partnership with
the National Environmental Education & Training Foundation

Connecting Weather to the Environment

About

Summary

Watersheds

Downloads

Resources

Storms &
Floods

Tech Notes

Watershed
Systems

Water
Sources

Water
Quality

User Survey

Weather
Topics

Contributors

Photo by Joe Lamos

Copyright 2006. [University Corporation for Atmospheric Research](#). All Rights Reserved. [Legal Notices](#).

Watersheds: Connecting Weather to the Environment

Distribution – October 2006

COMET

**MetEd Web site:
Broadcast Met
Community Page**

**56,000+
user sessions
per month**

AMS

**1500 AMS
Sealholders
and CBMs**

**Station Scientist
Web Page**

**Colleges and
Universities**

EARTH GAUGE

**Earth Gauge
83 Meteorologists**

**Local, Regional,
National Partners**

**122 NWS Field
Offices**

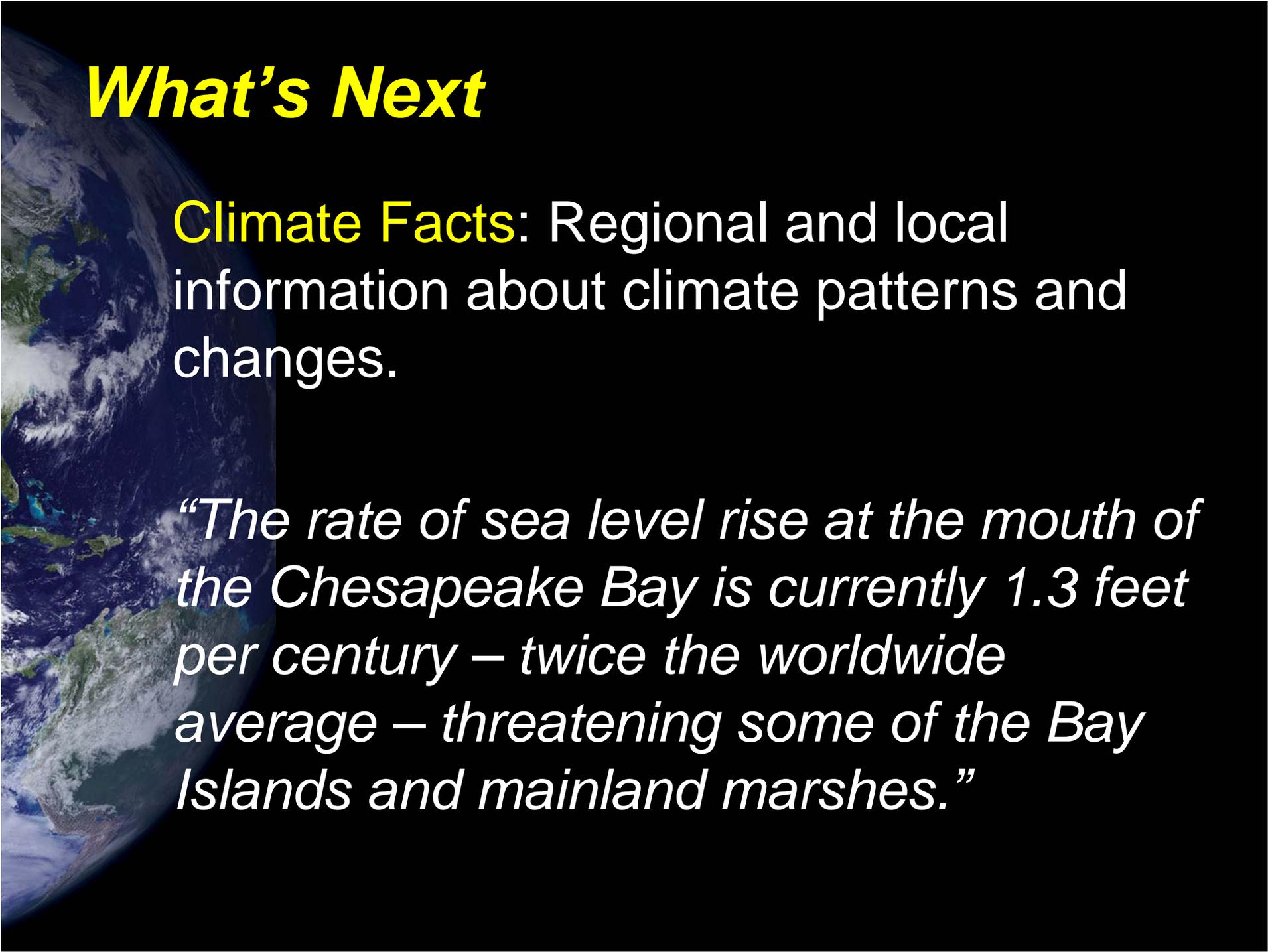
**The Weather
Channel
On-Camera Mets
Weather Classroom**

COLLEGES & UNIVERSITIES

**156 COMET
Partners**

**NWS Training
Partners**

Pilots



What's Next

Climate Facts: Regional and local information about climate patterns and changes.

“The rate of sea level rise at the mouth of the Chesapeake Bay is currently 1.3 feet per century – twice the worldwide average – threatening some of the Bay Islands and mainland marshes.”

TWC Climate Programming

one° CLIMATECHANGE Your daily source for news, science and debate. **The Weather Channel** weather.com

HOME COMMENTARY NEWS ON TV: CLIMATE CODE RESOURCES OUR MISSION

Because tomorrow matters

Time for a change. The navigation screen. FUEL economy.

Causes Effects Solutions

the causes library

- This Week's Video Trailer**
In this week's featured video NASA's James Hansen reveals a glimmer of hope.
- New Warming Warning**
- Building A Green Home**
- Golf Courses Going Green**
- Hydrogen Cars Are Coming**
- Energy Efficient Renovation**
- Parched Pt. 1: Drought in the Heartland**
- Parched Pt. 2: Counting the Cost**

now playing: 0:04 / 0:12
This Week's Video Trailer
In this week's featured video NASA's James Hansen reveals a glimmer of hope.

[E-mail this video to a friend](#)

top story
Progress! Big Actions, Big Changes

featured
are you a CLIMATECHANGER?
SHARE YOUR STORY

commentary

FEATURED
Charles Wohlforth
A Thaw In Alaskan Public Opinion
It's hard to notice gradual change
[more](#)

GUEST COMMENTARY
Spencer Weart, Author *The Discovery of Warming*
Loading the Dice? The scale of climate... [read more](#)
Mark Svoboda, Climatologist
According to the Drought Monitor ... [read more](#)

today's headlines

- Japan's ruling party approves govern... [more](#)
- Africa's 2 highest mountains to lose ... [more](#)
- Honeywell agrees on \$451 million plan... [more](#)

The Problem is Global
The Solution is Possible



THE CLIMATECODE™
WITH DR. HEIDICULLEN



New Courses

- Livable Communities-Smart Growth
- Weather and Public Health
- Oceans and Coasts



Partnering with NOAA

Earth Gauge Content – Promote NOAA
Research & Resources

- National Marine Sanctuaries
- Sea Grant Universities
- National Estuarine Research Reserves

WCMs – Information and Outreach

Distribute Course to NOAA Network