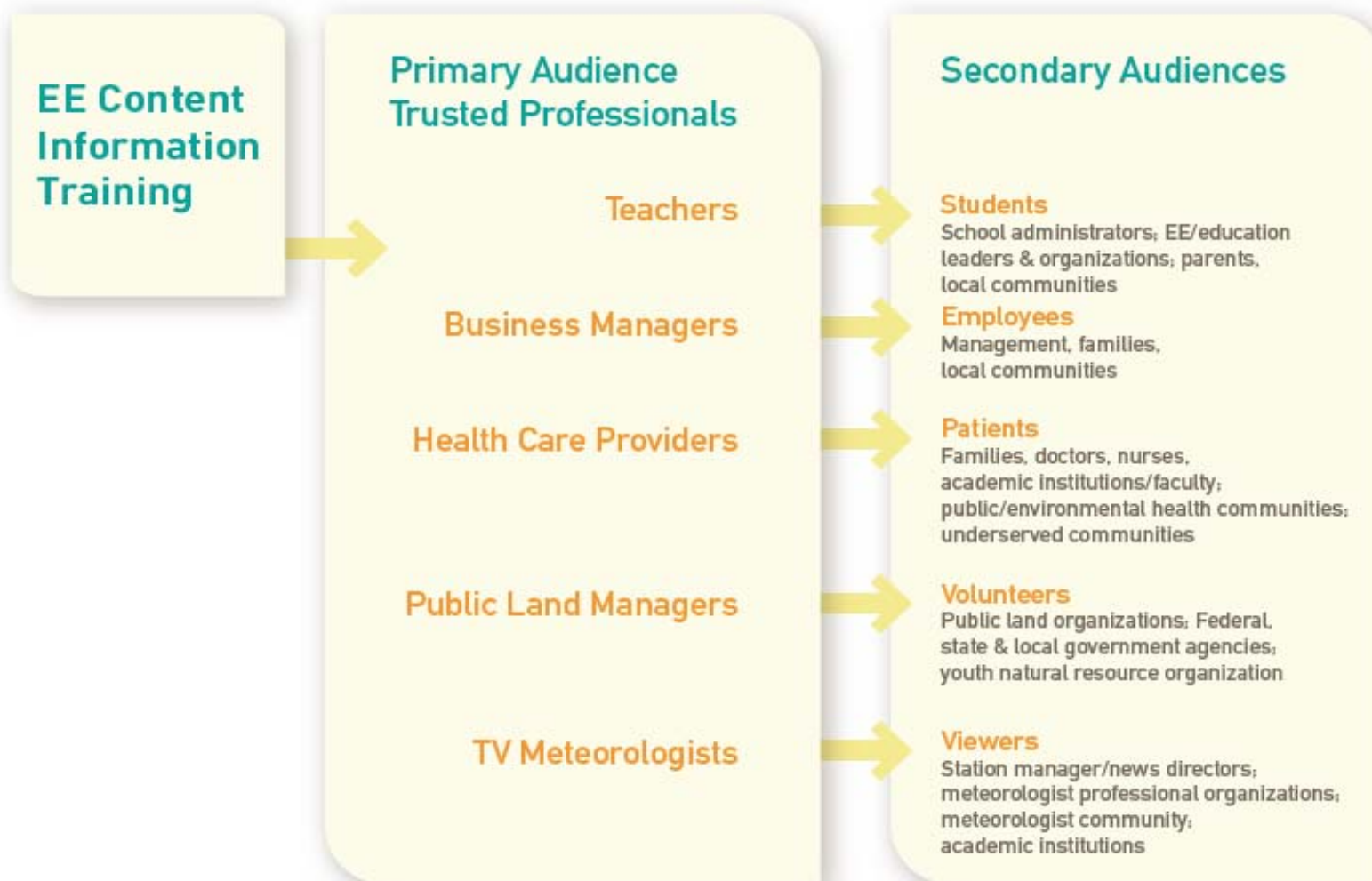


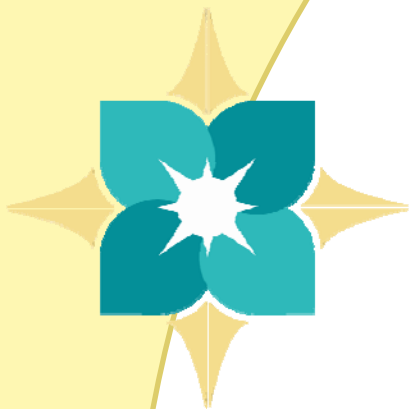
# National Environmental Education Foundation



[www.neefusa.org](http://www.neefusa.org)

# Reaching the Public





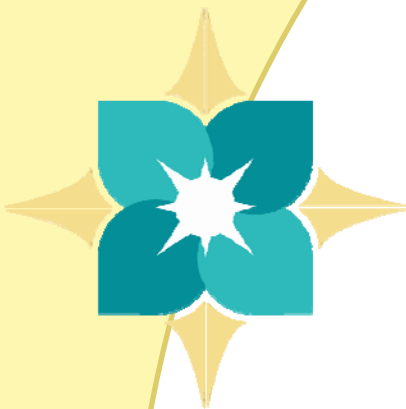
# Earth Gauge®

*Advancing the environmental and climate knowledge of broadcast meteorologists in order to increase the public's knowledge to make environmentally informed decisions*

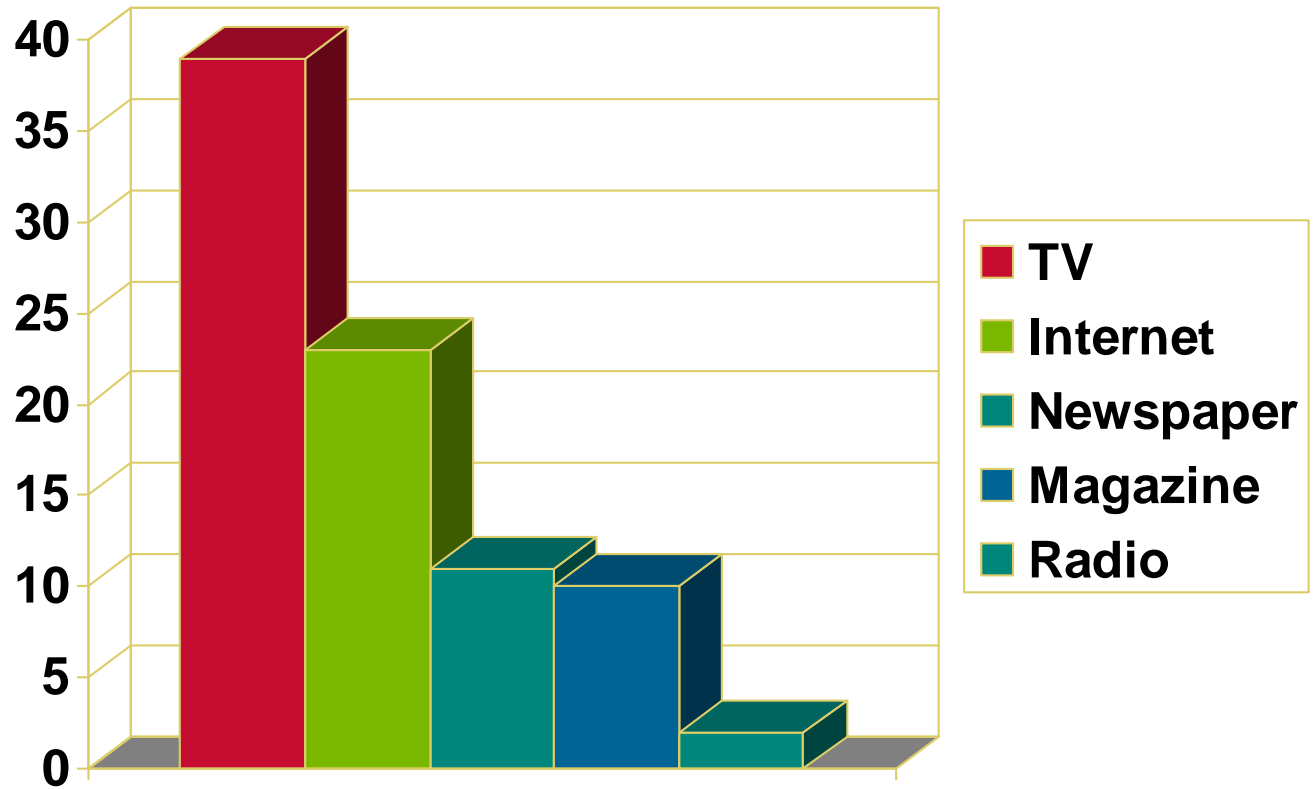
# Environmental Knowledge

Americans want to take action to protect the environment, but...

- Less than **50%** know the cars and appliances they use contribute to air pollution and climate change
- Only **41%** could correctly define “watershed” in a multiple-choice format



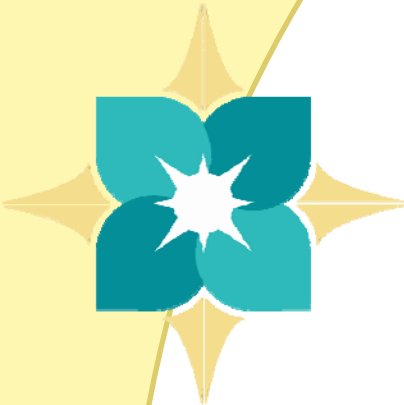
# The Media



Primary sources for science information

# Weather Media Use

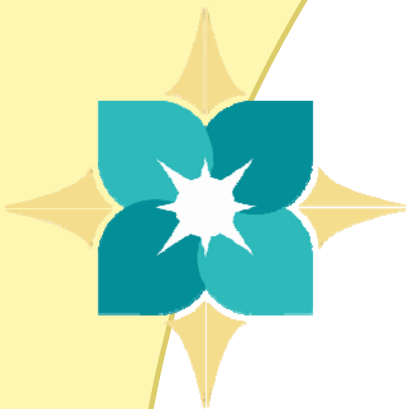
- Americans access 300 billion weather forecasts each year
- Average American checks the weather 3 times per day
- #1 reason people watch the news



# Station Scientists

- Only 6% of broadcast meteorologists have a full-time environmental reporter at their station
- Most-trusted for information on environment/climate change:
  - #1-Scientists
  - #2-Family/Friends
  - **#3-Broadcast Meteorologists**





“I like the Earth Gauge program because the information is broad, well-researched and includes references. The beauty of Earth Gauge is lots of valuable information without taxing my own time.”

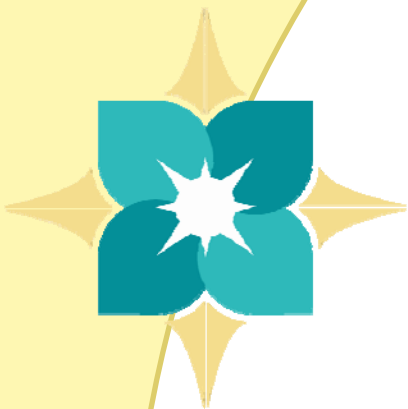
*-Mike Buresh,  
WAWS/WTEV-TV,  
Jacksonville, FL*

## Weathercast to “Envirocast”

- Station scientist partnership with AMS
- Brief environment and climate information tied to the local 3-day forecast
- Training tied to AMS certification requirements



# On the Air



Jacksonville, FL

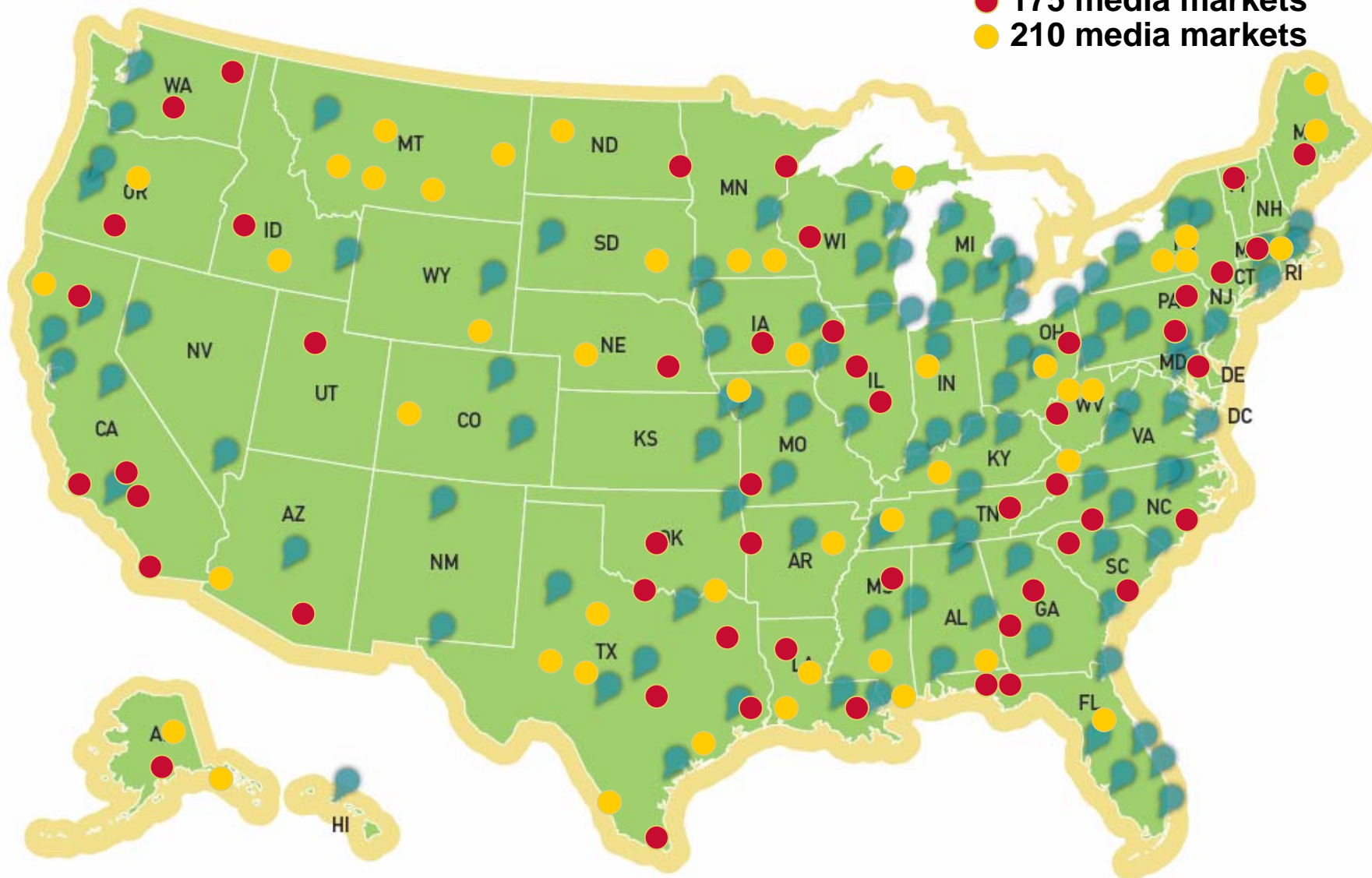


# Climate Facts

In the Southeast, the amount of rain that falls during the heaviest one percent of rainy days has grown by 20 percent over the last 50 years. While more moisture is generally good for the region's agriculture and wildlife, the general trend of more rainfall happening during extreme events has corresponded to more frequent and longer periods when no rain falls. The longer soil goes without moisture, the less absorptive it is when the rains finally return. Heavy rainfall also causes much greater amounts of soil erosion than moderate events do.

# 240 Million Viewers

- 175 media markets
- 210 media markets



# Beyond TV – Websites



**FOX 8**  
WVUE + NEW ORLEANS  
YOUR WEATHER AUTHORITY • YOUR WEATHER AUTHORITY • YOUR WEATHER AUTHORITY • YOUR WEATHER AUTHORITY • YOUR WEATHER AUTHORITY

Print your coupon now for 10% off meal purchase of \$5.99 or more. **Print Coupon 10% Off**

Search This Site  Go

Home News Weather Sports Traffic Business Lifestyle Entertainment Videos DTV Links LA Lottery Beach Vacations

About Us News Team Sales Team Contact Us TV Listings Contests Water Cooler Jobs

**Weather**

- 2009 Hurricane Special
- Hurricane Center
- iMap Weather
- Hourly Forecast
- Weather Maps
- Weather Alerts
- BobBreck.com
- Weather Facebook
- Daily Forecast Discussion
- Environmental Tips

**FLOOD WARNING**  
Watch FOX 8 News: WVUE Live Stream

**Chris Franklin's Environmental Tips**

[Children's Health Month](#)  
Keeping children healthy during the colder months ahead.

**October**  
What is Climate?  
Take a quiz and test your knowledge.  
[Click here!](#)  
Earth Gauge Kids

**Environmental News**

**'Crude,' the Film, Explores Oil Giants' Crude Conduct in Ecuador**  
WASHINGTON, DC , October 22, 2009 (ENS) - The acclaimed documentary film "Crude," which details the 16-year struggle of indigenous peoples in Ecuador's Amazon to hold Chevron legally accountable for...

**U.S. Proposes Critical Habitat to Protect Polar Bears**  
WASHINGTON, DC , October 22, 2009 (ENS) - In partial settlement of a polar bear protection lawsuit brought against the U.S. government by three conservation groups, the U.S. Fish and...

10/22/2009 2:44:24 PM  
You're watching Thursday Evening Weather  
00:00 / 00:00

**Earth Gauge**

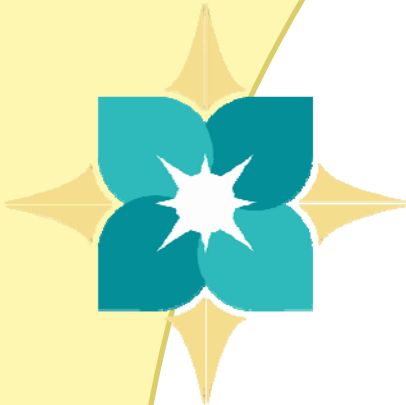
During El Niño events, sea level off the California Coast is higher, surface waters are warmer and the transition from nutrient rich deep water to nutrient poor surface water is more gradual. The opposite conditions prevail during La Niña events, when the waters contain more life.

A National Environmental Education Foundation Program

High: 76° Wind: SSW 13 mph



# Beyond TV – Social Media



**fmacek**  
Following

Notes from the Newsroom: July 9th, 2009 <http://tinyurl.com/meb2a6>  
about 15 hours ago from twitterfeed

Earth Gauge: Heaviest Rainstorms Now Even Heavier <http://tinyurl.com/mcf5xb>  
about 16 hours ago from twitterfeed

News: El Nino Conditions Return To Affect Weather <http://tinyurl.com/mj5kvv>  
about 16 hours ago from twitterfeed

Dimora No-Show at Commission Meeting <http://bit.ly/13hW7n>  
about 22 hours ago from twitterfeed

From the Wires: 30.9 Million Watched Jackson Memorial <http://tinyurl.com/n6z864>  
6:15 PM Jul 8th from twitterfeed

Promo: Why Was A Violent Felon Working With Kids? <http://tinyurl.com/mbq9ch>  
4:45 PM Jul 8th from twitterfeed

Mayfield Heights: Gas leak forces evacuations <http://bit.ly/9FtrL>  
1:20 PM Jul 8th from twitterfeed

Ohio: Statewide Amber Alert for abducted child from Clark County cancelled <http://bit.ly/1NvTSr>  
9:49 PM Jul 7th from twitterfeed

Earth Gauge: Cooling Off <http://tinyurl.com/m68syu>  
5:47 PM Jul 7th from twitterfeed

Location Cleveland, OH  
Web <http://www.wkyc.com>  
Bio I'm Senior Director/Producer for WKYC-DT in Cleveland; a Radio Announcer and Major Weather Geek!

363 following 359 followers

Updates 838

Favorites

Actions  
message fmacek  
block fmacek

Following

View All...

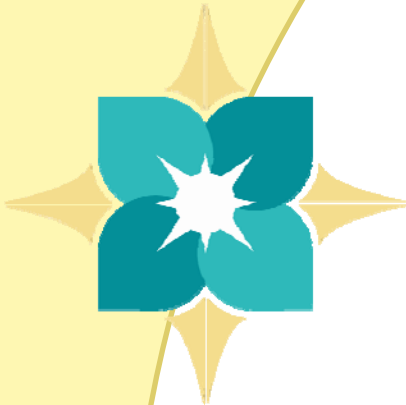
RSS feed of fmacek's updates

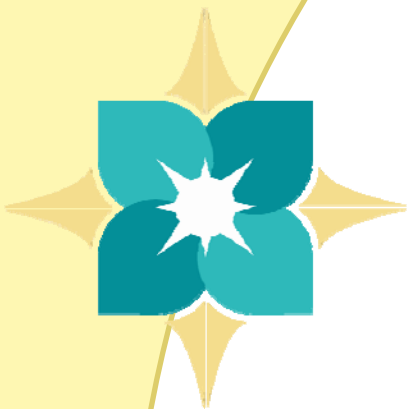
# Beyond TV – Ocean Today Kiosk



Smithsonian National Museum of Natural History  
Aquarium of the Pacific

# Beyond TV – Captivate Network





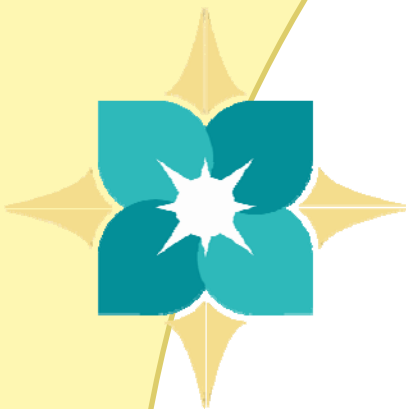
# NOAA Weather Radio

“I came up with the idea of installing a rain barrel in the ground with a couple of sump pumps to carry the excess water away to a half-dozen thirsty evergreens...I’m sure as you continue to come up with more helpful hints they will not only benefit me but many others who find NOAA weather stations of such great value.”

*--Arthur Fritsche, Madison, WI*







# Earth Gauge Kids



National Environmental Education Foundation

Our Programs

Search

Quiz

Activities

Did You Know?

Tips & Tools

Other Topics



## Earth Gauge Kids



**April**  
**Be Water and Energy Wise!**  
 Take a quiz and test your knowledge.

Click here!

**Earth Gauge Kids**

## Activities

### How much water do you use each day?

The average American uses 100 gallons of water every day for drinking, bathing, cleaning, cooking and watering the lawn. Find out how much you use by doing the water audit below for one day.

#### Taking a Shower

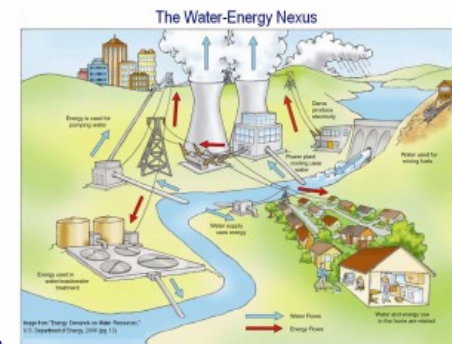
- ▶ Multiply the average length of your showers by the number of gallons your shower uses per minute. Use "2" if your shower has a water-saving device and "5" if it does not.

#### Flushing the Toilet

- ▶ Multiply the number of times you flush the toilet each day by the gallons of water your toilet uses per flush. Use "2" if you use a water-saving toilet and "5" if you do not.

#### Brushing Your Teeth

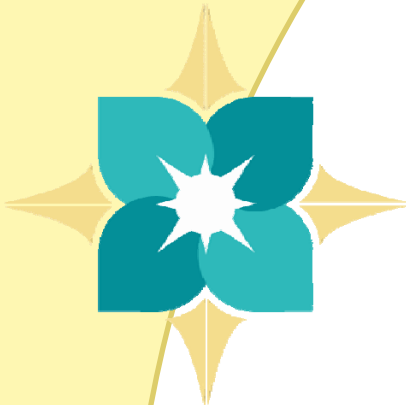
- ▶ Multiply the number of minutes the faucet is running while you brush your teeth (for seconds, use a decimal or fraction) by the gallons of water your faucet uses per minute. Use "2" if your faucet has a water-saving device and "5" if it does not.



Add your totals together to find out how much water you use in a day. Most of this water comes from lakes, rivers or ground water that has been filtered and pumped to the tap. This process requires a lot of energy. By saving water, you also save energy! Visit the [Tips & Tools](#) page to find out how you can conserve water at home and school.

Activity based on D.C. Water and Sewer Authority's [Daily Water Usage](#) calculator. Image: River Network.

# Online Courses



**WATERSHEDS**  
Connecting Weather to the Environment

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

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**Weather and the Built Environment**

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**Weather & Health**

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About this Course Everyday Weather Your Role  
Interconnections Extreme Weather WxRx Game

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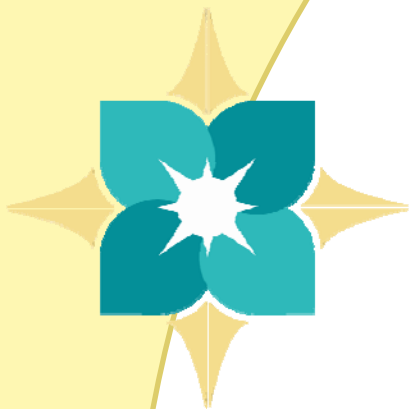
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METED HOME COMET HOME DOWNLOAD RESOURCES TECH NOTES USER SURVEY QUIZ CONTRIBUTORS

**Climate Change**  
Fitting the Pieces Together

produced by The COMET Program

- Introduction
- What Changes Climate?
- Is It Real?
- How Do We Know?
- Why Should We Care?
- How Sure Are Scientists?
- What Next?
- FAQ



## Partnerships

- Include content in weekly Earth Gauge e-newsletter
- Provide images/graphics to broadcast meteorologists
- Use online courses
- Earth Gauge Kids themes



# Opportunities

## Content

- Acid rain, mercury and human health
- Impacts of atmospheric deposition on ecosystems, wildlife, human health
- What can individuals do?

## Images

- Maps/animations displaying trends

## Kids

- Earth Gauge Kids theme, NADP Kids Corner