

Earth Gauge™: Conveying Environmental Information through the TV Weather Report

Wednesday, August 15, 2007

Two-hour audio Web broadcast

Eastern: 1:00 p.m.–3:00 p.m.

Central: 12:00 p.m.–2:00 p.m.

Mountain: 11:00 a.m.–1:00 p.m.

Pacific: 10:00 a.m.–12:00 p.m.

A Watershed Academy Webcast:

Since 2002, the National Environmental Education Foundation (NEEF) has been working with broadcast meteorologists to add localized environmental content into the most-watched segment of the local news: the weather report. In partnership with the American Meteorological Society (AMS) and others, NEEF is expanding the local weather report beyond the forecast by helping to transform broadcast meteorologists into "station scientists." NEEF's Earth Gauge™ program provides meteorologists with free, weekly environmental information for use on-air, which makes the connection between the local three-day forecast and environmental impacts in the community, while also giving viewers simple actions to take at home. The program also provides free online courses that provide a basic background on environmental topics, including watersheds. The Earth Gauge™ program, which is currently reaching more than 159 million viewers in 64 media markets, will be discussed as well as how meteorologists incorporate environmental content into their newscasts.

Instructors:



Sara Espinoza, Program Manager, National Environmental Education Foundation (NEEF)

For the past two years, Sara has managed NEEF's Earth Gauge™ program working with the AMS and meteorologists in cities across the U.S. and at The Weather Channel to incorporate environmental information into the weathercast. Sara also coordinates the development of online environmental education courses for broadcast meteorologists, including *Watersheds: Connecting Weather to the Environment*, released in September 2006, and the upcoming *Weather and the Built Environment* course.

Joe Witte, Meteorologist, ABC 7 WJLA-TV

Joe started working for ABC 7 in 2003, after 20 years with NBC News where he served as chief meteorologist for CNBC, 'NBC News at Sunrise' and as a substitute weathercaster for 'Today'. Joe has conducted scientific work on a floating ice island in the Arctic Ocean, has flown in three hurricanes, and was the first television broadcaster to report live audio from the eye of the hurricane. He also was the anchor for A&E's 13-week series, 'Disaster Chronicles.' In addition, Joe has worked for WITI-TV in Milwaukee, WABC-TV in New York, ABC's 'Good Morning America', WCBS-TV in New York, KING-TV in Seattle, and KYW-TV in Philadelphia.



The Watershed Academy

The Watershed Academy is a focal point in EPA's Office of Water for providing training and information on implementing watershed approaches. The Academy sponsors live classroom training and online distance learning modules through the Watershed Academy Web at www.epa.gov/watertrain. For more information, visit www.epa.gov/watershedacademy.

Registration

Registration for this Webcast opens August 8, 2007. You must register in advance to participate in the Webcast. To register, visit www.clu-in.org/live. The Webcast will be a Web-based slide presentation with a companion audio portion. There are two options for accessing the audio portion of the Webcast: by phone OR by streaming audio broadcast (not both). When registering, you will be able to select the audio option you prefer to accompany the Web-based slides. If you choose the streaming audio option, you will not be able to participate by telephone. However, you will be able to submit questions online for the presenters to answer during the Webcast. Closed-captioning is available. Upon registration, you will receive complete participation instructions. **Please note that there are a limited number of toll-free phone lines available, so register early to guarantee your spot. Because of the limited number of spaces, we strongly encourage you to reserve a conference room and invite your colleagues and other partners to participate.** If you register after that limit is reached, you will be added to a waiting list. After the Webcast is over, an audio version of the Webcast will be available—visit www.epa.gov/watershedwebcasts for more information.

Questions?

Visit www.clu-in.org/live or contact Helen Siverling at helen.siverling@tetrattech-ffx.com or 703-385-6000.

The materials in this Webcast have been reviewed by EPA staff for technical accuracy. However, the views of the speakers and the speaker's organization are their own and do not necessarily reflect those of EPA. Mention of any commercial enterprise, product, or publication does not mean that EPA endorses them.