



Weather Service Provider Coordination

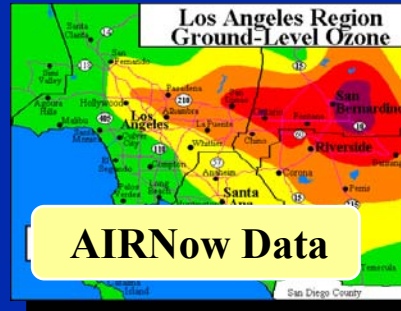
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**Presented at EPA's National Air Quality Conference:
Mapping and Forecasting
San Antonio, TX
February 3-5, 2003**



Outline

- Background
- Activities in 2002
- Examples
- Plans for 2003



Television
Internet
Newspaper
Radio



Background

Providing AIRNow data to:

1. Weather Service Providers (WSPs)

Companies that supply weather information to TV stations, newspapers, private industry, and the public

- AccuWeather
- Meteorlogix
- Weather Central, Inc.
- Weather Service International (WSI)

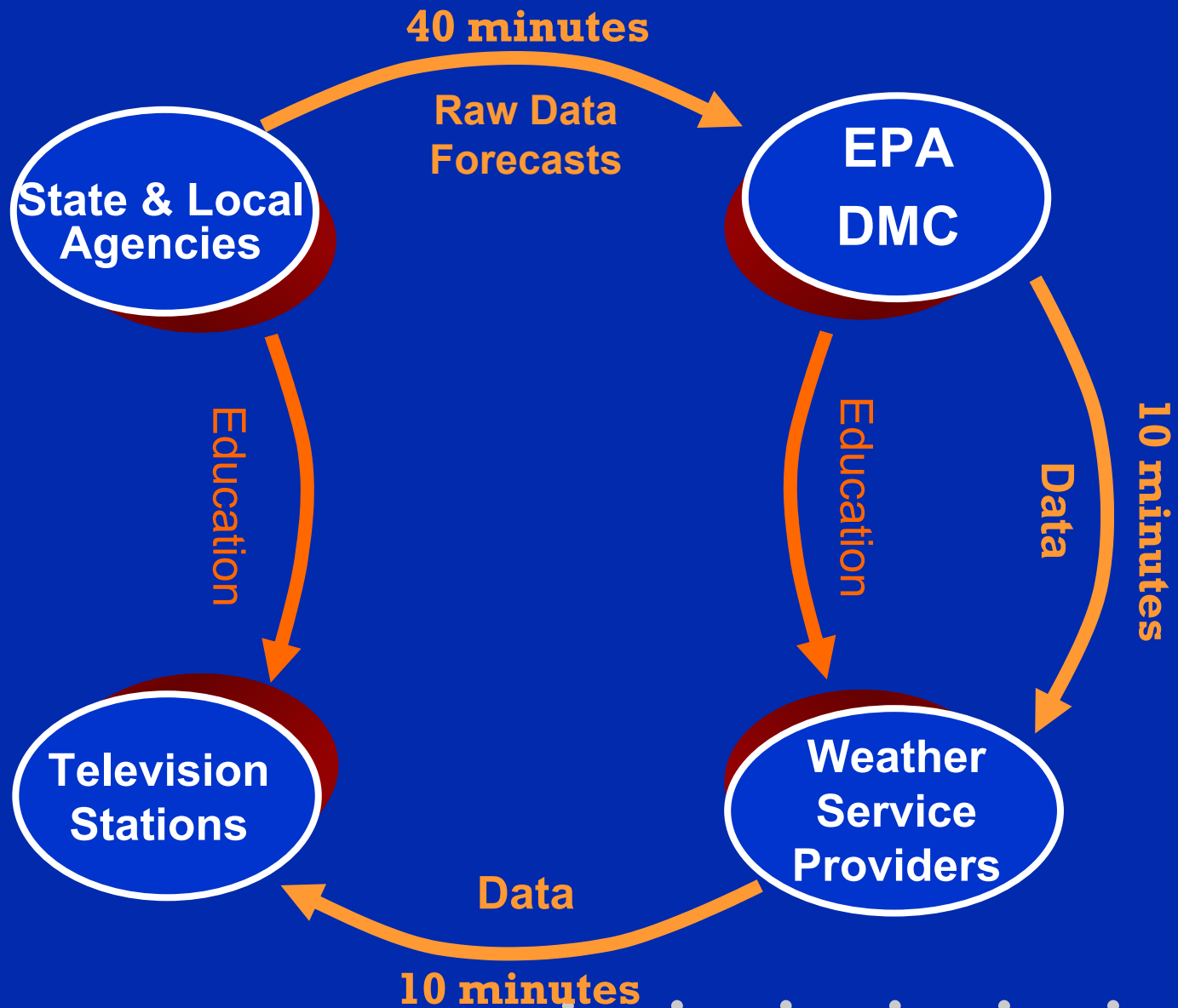


2. Media Companies

- The Weather Channel
- Weather Underground
- USA Today
- Associated Press



Background - Data Flow and Coordination

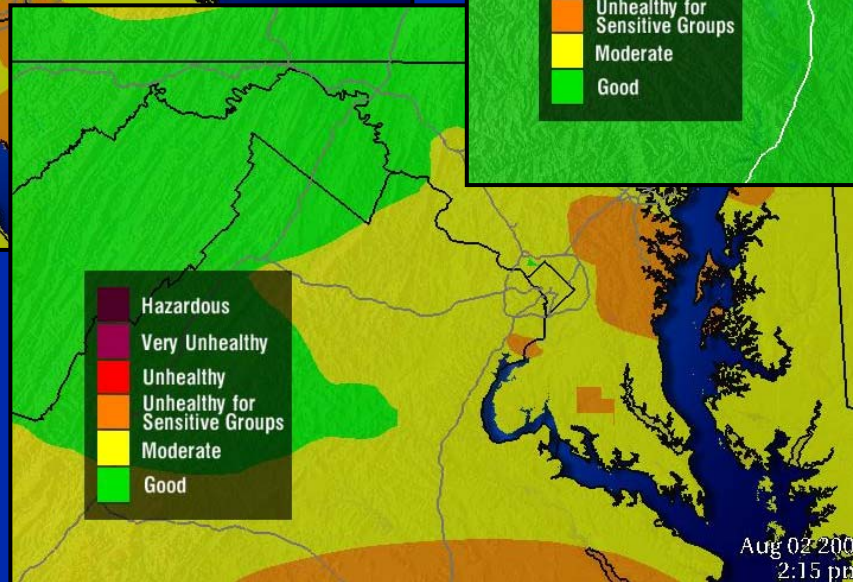
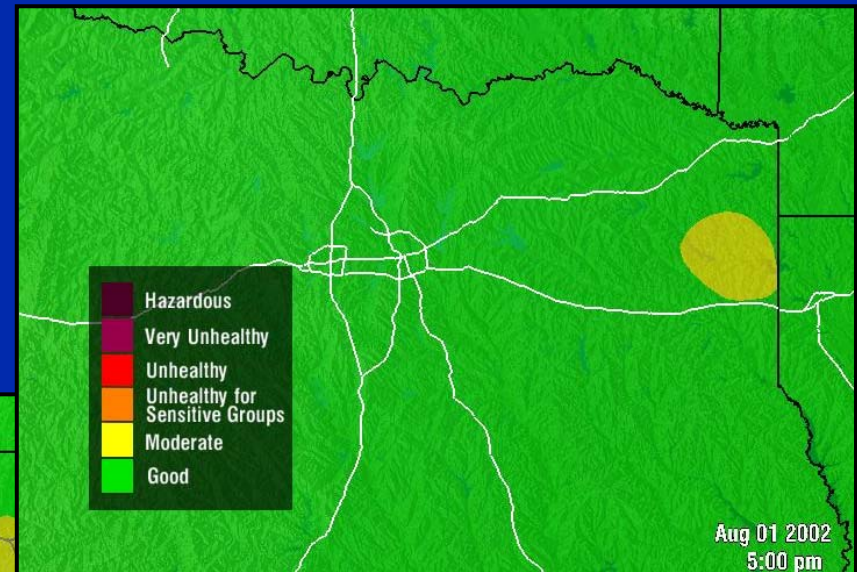
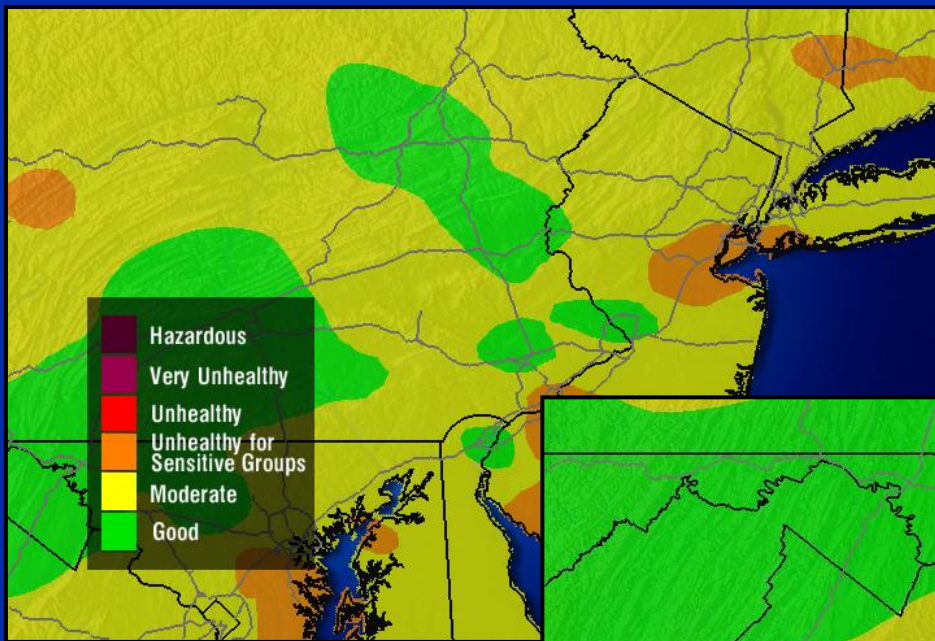


Activities During 2002

- Exhibited at:
 - AMS Broadcasters Meeting
 - Radio Television News Director's Association (RTNDA) Meeting
- Created new formats for gridded data and forecasts
- Improved “turn-around” time for products from 2 hours to 1 hour
- Alerted media (Weather Channel, CNN, and USA Today) of major air quality episodes
- Greatly expanded coverage; see media examples at
 - www.airnowstatus.org/media/index.html

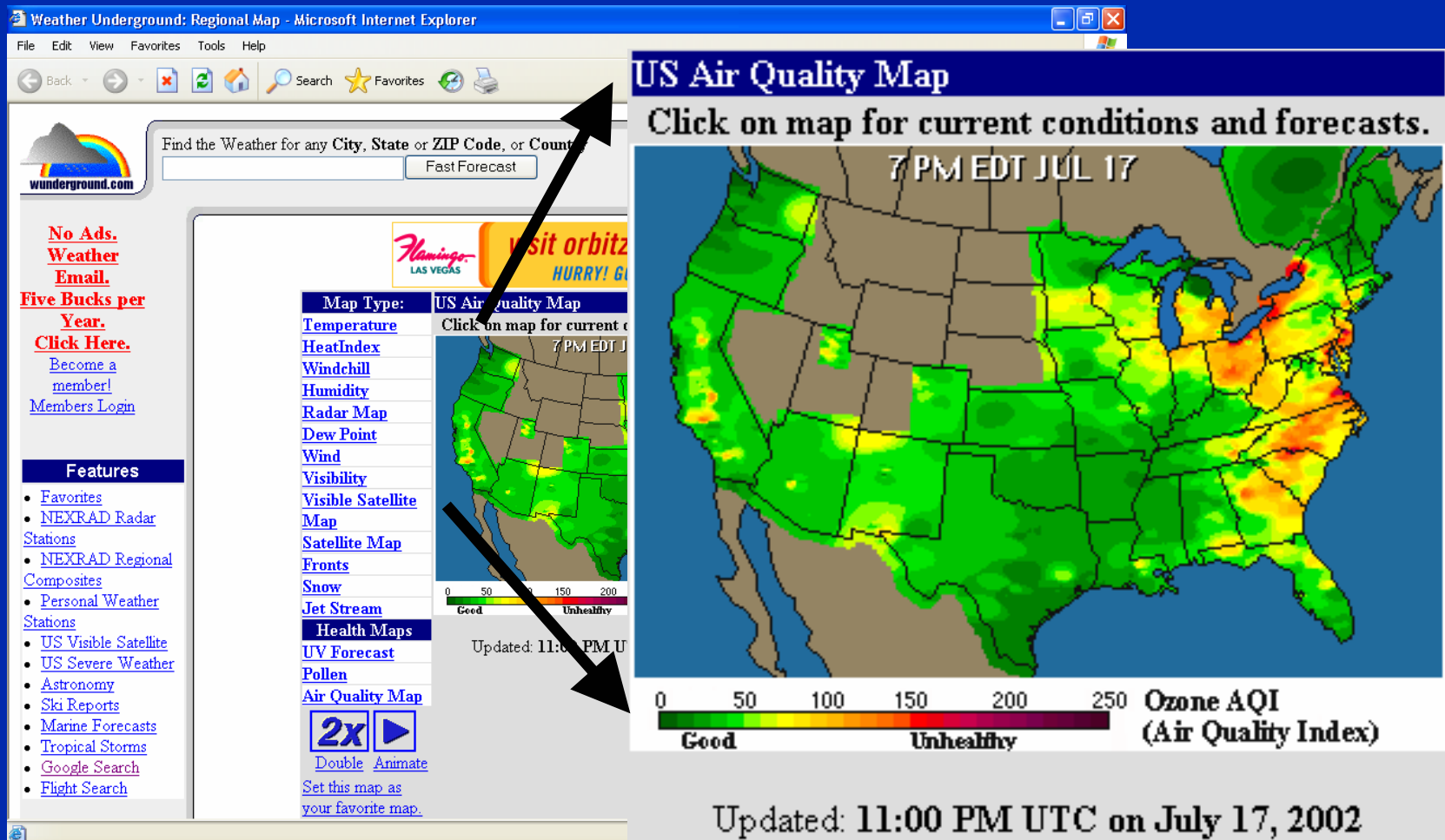
Examples – Ozone Map

Graphics created by WSI



Examples – Ozone Map

Weather Underground Web Page



Examples – Forecasts

The Weather Channel



Examples – Forecasts

CNN



WSP Comments

- Experienced few problems – a couple of reliability problems in May-June
- Emphasized that customers want a reliable and timely product
- Want a year-round AQI product and more coverage

Plans for 2003

- EPA and DMC staff
 - Improve reliability and delivery time (less than 1 hour)
 - Continue exhibiting at broadcast meetings (AMS and RTNDA)
 - Transition to year-round products (maps and forecasts) in October 2003
 - Help develop air quality stories for the media
- Stakeholders
 - Submit year-round data (ozone and PM)
 - Provide PM forecasts during winter
 - Submit data as early as possible
 - Improve reliability of data delivery
 - Work with your local TV weathercasters to use both the map and forecast products