



It's Not Just About Weather Anymore

Jen Carfagno
The Weather Channel

EPA 2003 National Air Quality
Conference



- National on-air programming
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- Newspapers - USA Today
- Interactive Television
- Wireless Products
- International websites - weather.co.UK





2002 Accomplishments



Current Air Quality Products



Coming Attractions

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NOAA-TWC Partnership



Series of 3 segments on Air Quality

“It’s In the Air”

“The Air Quality Crystal Ball”

“Using Air Quality Forecasts”

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Visit from EPA AIRNow Team

July 2002

Air Quality Index (AQI) and Forecasting: What's it all About?

Chet Wayland, John White, Susan Stone, Alison Davis
U.S. Environmental Protection Agency
Office of Air Quality Planning and Standards
Research Triangle Park, NC

Tim Dye
Sonoma Technology, Inc.
Petaluma, CA

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New On-air Products!

Health Effects of OZONE

- Coughing, scratchy throat, pain with deep breath
- Reduction in lung function
- Aggravation of asthma

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Typical Ozone Time Series

Ozone Levels



midnight 2 4 6 8 10 noon 2 4 6 8 10 midnight

Time of Day

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Implementation of Sonoma
Tech Data Feed



Notification of upcoming poor air
quality episodes from Sonoma
Tech, Puget Sound, New York



Consistent AQI colors on all
products

Current Air Quality Products



Current Air Quality Products



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air quality features

Air Quality Forecast for California

Last updated Jan 30, 2003



City	Today Forecast Level Principal Pollutant	Tomorrow Forecast Level Principal Pollutant
Bakersfield, CA	Unhealthy for Sensitive Groups FINE PARTICLES	Unhealthy for Sensitive Groups FINE PARTICLES
Coastal LA, CA	Moderate FINE PARTICLES	Moderate NITROGEN DIOXIDE
Eastern LA, CA	Moderate NITROGEN DIOXIDE	Moderate NITROGEN DIOXIDE
Fresno, CA	Unhealthy for Sensitive Groups FINE PARTICLES	Unhealthy for Sensitive Groups FINE PARTICLES
Metropolitan LA, CA	Moderate NITROGEN DIOXIDE	Moderate FINE PARTICLES
Modesto, CA	Unhealthy for Sensitive Groups FINE PARTICLES	Unhealthy for
Oakland, CA	Moderate FINE PARTICLES	
Oxnard, CA	Good OZONE	
Sacramento, CA	Good OZONE	Good OZONE
San Francisco, CA	Moderate FINE PARTICLES	-
San Jose, CA	Moderate FINE PARTICLES	-
Santa Rosa, CA	Moderate FINE PARTICLES	-
Stockton, CA	Unhealthy for Sensitive Groups	Unhealthy for Sensitive Groups

Air Quality Key Indicators Legend

[Learn More...](#)



Good



Moderate



Unhealthy for sensitive groups



Unhealthy



Very Unhealthy



Ozone Action Day

Current Air Quality Products

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Air Quality 101

Introduction

All kinds of activities contribute to polluting the air we breathe. In addition to industrial causes of pollution, day-to-day activities such as driving, filling your car with gas, dry cleaning, and using household paint can release gases and particles to the air. In high enough concentrations, these pollutants can harm our environment and us.

The average adult breathes over 3,000 gallons of air every day. Children breathe even more air per pound of body weight and are more susceptible to air pollution. The elderly are also more sensitive to air pollution because they often have heart or lung disease.

People exposed to high enough levels of certain air pollutants may experience burning in their eyes, an irritated throat, or breathing difficulties. Long-term exposure to air pollution can cause cancer and long-term damage to the immune, neurological, reproductive, and respiratory systems. In extreme cases, it can even cause death.

For details on individual pollutants, select a link in the green box above.

What is the Air Quality Index?

Like the weather, air quality can change from day to day or even hour to hour. The U.S. Environmental Protection Agency (EPA) and others are working to make information about outdoor air quality as available to the public as information about the weather. A key tool in this effort is the Air Quality Index, or AQI.

The AQI is an index for forecasting daily air quality. It tells you how clean or polluted your air is, and what associated health concerns you should be aware of. The AQI focuses on health effects that can

More information:

- [Introduction](#)
- [Ozone](#)
- [Particulate Matter](#)
- [Sulfur Dioxide](#)
- [Nitrogen Dioxide](#)
- [Carbon Monoxide](#)
- [What You Can Do](#)

More information:

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- [Nitrogen Dioxide](#)
- [Carbon Monoxide](#)
- [What You Can Do](#)

Air Quality Reports

Air Quality Reports provide forecast air quality ratings for today and tomorrow. This information is from the U.S. Environmental Protection Agency.

Air Quality Reports are available between May and September for most cities. Ratings range from "Good" to "Very Unhealthy." See chart below.

When available, the principal pollutant is also listed. Pollutants include:

Ozone
Coarse particulate matter
Fine particulate matter
Sulfur Dioxide
Nitrogen Dioxide
Carbon Monoxide

Air Quality Key Indicators Legend

**Good**

No health impacts are expected when air quality is in this range.

**Moderate**

Unusually sensitive people should consider limiting prolonged outdoor exertion.

**Unhealthy for Sensitive Groups**

Active children and adults, and people with respiratory disease, such as asthma, should limit prolonged outdoor exertion.

**Unhealthy**

Active children and adults, and people with respiratory disease, such as asthma, should avoid prolonged outdoor exertion; everyone else, especially children, should limit prolonged outdoor exertion.

**Very Unhealthy**

Active children and adults, and people with respiratory disease, such as asthma, should avoid outdoor exertion; everyone else, especially children, should limit outdoor exertion.

**Ozone Action Day**

An Ozone Action Day may be called by your State or local air quality agency when ozone levels are forecast to reach unhealthy levels. These programs, often partnerships with local businesses, encourage voluntary actions to reduce emissions of pollutants that contribute to ground level ozone information.

Current Air Quality Products



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What We Need

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Continued consistent reporting
of air quality forecasts



Ozone Action Day field



More locations



Year-round...we are looking
forward to it!



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Homework

- ▶ The name of your local action day program.
- ▶ Average number of action days per year/season.

Send to:

jcarfagno@weather.com



