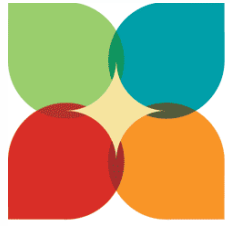




National Environmental Education Foundation

Knowledge to live by



NEEF

- † Congressionally Chartered
- † Trusted knowledge to live better everyday
 - † National Public Lands Day
 - † National Environmental Education Week
 - † Earth Gauge



National Environmental Education Week

- † Increase environmental education among K-12th grade students.
- † Served over 3.5 million students and 1,449 partner organizations in 2007.
- † April 13-19, 2008
- † Sponsored by Canon, USA



www.eeweek.org



National Public Lands Day

✦ 2007: 14th Annual Public Lands Day

- ✦ 1,311 Volunteer Work Sites, 110,000 Volunteers
- ✦ 8 Federal Land Management Agencies; over 500 city, state, county, and other local recreation, park, or resources departments

✦ 2008: Civilian Conservation Corps 75th Anniversary

- ✦ Work project themes: planting trees, carbon offsets, health benefits and outdoor opportunities on public lands
- ✦ No Child Left Inside Campaign
- ✦ Outreach to schools, nature centers

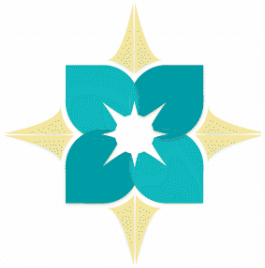
www.publiclandsday.org





Earth Gauge

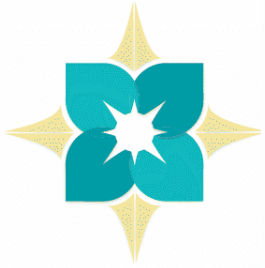
A National Environmental Education Foundation Program



Environmental Knowledge Gap

NEEF/Roper research shows the public does not understand fundamental environmental concepts or their implications.

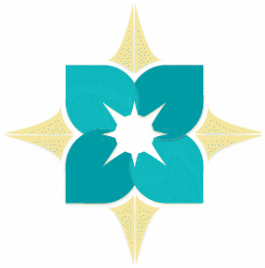
- ✦ Only **23%** of Americans know that runoff pollution is the number-one cause of water pollution in the U.S.
- ✦ **80%** of Americans are influenced by outdated or incorrect environmental information.



The Local Weather Report

- ✦ Most Americans receive environmental information from the media
- ✦ #1 reason people watch the news
- ✦ Local weather reports use visuals to present complex science topics
- ✦ Viewers are in a “learning mode”

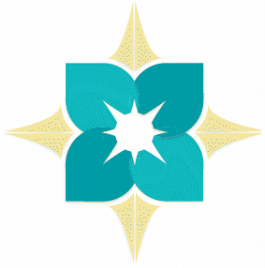




Earth Gauge™

- ✦ Weekly e-mail service to help explain the environmental implications of weather events on-air
- ✦ Tailored, science-based information tied to the 3-day forecast
- ✦ Easy viewer action tips





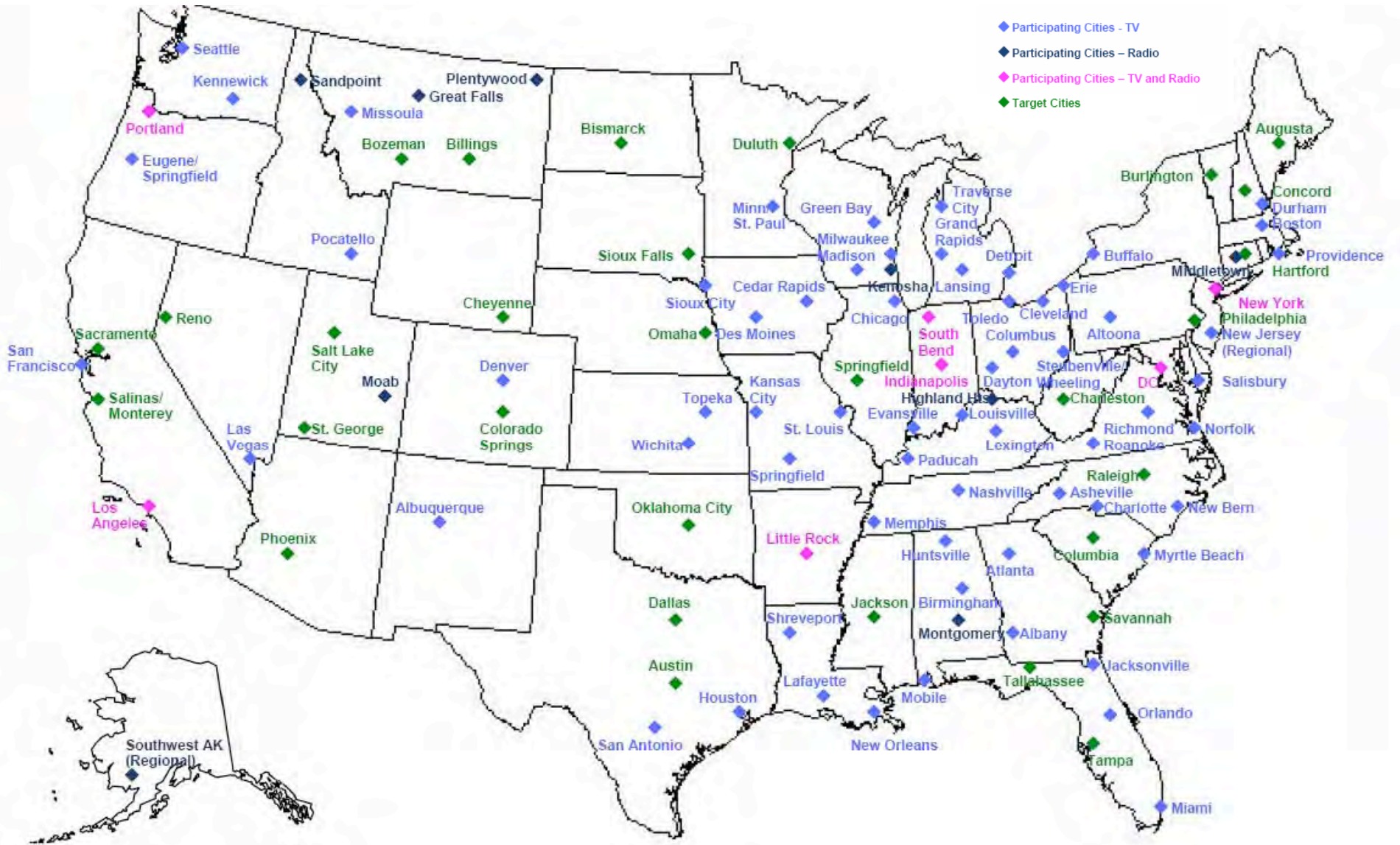
Time to Plant

Did you know that there are more than 110 different species of trees present in and around Houston? Trees provide a number of important ecological services to the city - they provide shade, absorb air pollutants, reduce rain water runoff, and filter pollutants from rain water and groundwater. Over the past 30 years, tree cover in the city has decreased as land-use and development patterns have changed - one study showed that trees only cover about 17 percent of land in residential areas, and about seven percent of land in commercial and industrial areas.

Viewer Tip: In Houston, mid-November through February is generally the best time to plant trees. Trees around your home will provide shade during warm weather, and act as windbreaks during cooler weather. Your local garden center or University Cooperative Extension Service can help you choose trees that will thrive in your yard.

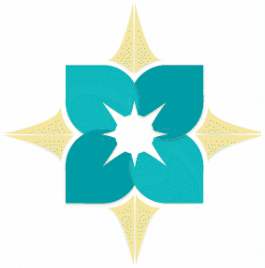
Find a tree-planting guide online from Trees for Houston:
http://www.treesforhouston.org/Tree_Planting_Guide/Index.aqf.

(Sources: HARC. July 2004. "Cool Houston: A Plan for Cooling the Region for Clean Air and Quality of Life Benefits."
<http://files.harc.edu/Projects/CoolHouston/CoolHoustonPlan.pdf>; Trees for Houston: http://www.treesforhouston.org/Tree_Planting_Guide/Index.aqf)



Reaching 174 Million Viewers in 81 Media Markets

Reaching 87 Million Households with TWC



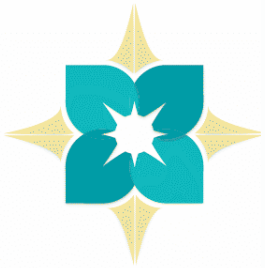
NBC's "Going Green"

The screenshot shows the NBC4.com website interface. At the top, it displays the date "Thursday, March 29, 2007, 11:40 am" and a news alert for "On News4 at 5 p.m. Liz Crenshaw tells what happened next after her reports aired." The main content area features a "GOING green" banner. Below the banner, there are several news items, including "Report: Rising Sea Levels Threaten Major Cities", "Germantown School Goes Green", and "Fairfax County Official To Back Environmental Initiatives". A red circle highlights a "Your Daily Green Tip" box that reads: "Today's Green Tip: Getting ready to mow? Try adjusting your lawn mower to a higher setting. Leaving grass a bit longer will cool the soil, encourage deep root growth, and help to hold moisture in the ground, giving you a healthier lawn that requires less water for maintenance! (Earth Gauge)".

Your Daily Green Tip

Today's Green Tip: Getting ready to mow? Try adjusting your lawn mower to a higher setting. Leaving grass a bit longer will cool the soil, encourage deep root growth, and help to hold moisture in the ground, giving you a healthier lawn that requires less water for maintenance! (Earth Gauge)

Chicago, Dallas, Los Angeles, Hartford, Miami, New York City; Philadelphia, San Diego, San Jose/San Francisco, and Washington, DC.



The Cedar Rapids Gazette

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 moon high in the summer and low in the winter. The asteroid Sakuraba comes closest to Earth today.

MOON DATA
Moon: 2:55 a.m., Sets: 8:12 p.m.

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.

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 - 5.3 conditions. Today's prominent pollen: Ragweed, Chenopodia and Alder. Source: Allergym.com

TRAVELERS' WEATHER

City	Today	Wednesday	Thursday	City	Today	Wednesday	Thursday
Albuquerque	50/74	50/74	51/74	Memphis	57/82	56/76	55/75
Anchorage	37/54	37/54	37/54	Minneapolis	55/71	55/71	55/71
Atlanta	70/84	70/84	70/84	Missoula	55/71	55/71	55/71
Atlanta-Dix	70/84	70/84	70/84	Mobile	60/80	60/80	60/80
Baltimore	70/84	70/84	70/84	Nashville	55/71	55/71	55/71
Birmingham	70/84	70/84	70/84	New Orleans	55/71	55/71	55/71
Boston	50/74	50/74	50/74	New York	55/71	55/71	55/71
Butte	50/74	50/74	50/74	Philadelphia	55/71	55/71	55/71
Charleston, SC	70/84	70/84	70/84	Phoenix	55/71	55/71	55/71
Chicago	50/74	50/74	50/74	Pittsburgh	55/71	55/71	55/71
Chicago-MD	50/74	50/74	50/74	Portland, ME	55/71	55/71	55/71
Dayton	50/74	50/74	50/74	Portland, OR	55/71	55/71	55/71
Denver	50/74	50/74	50/74	Portland-TORONTO	55/71	55/71	55/71
Des Moines	50/74	50/74	50/74	Reno	55/71	55/71	55/71
Detroit	50/74	50/74	50/74	San Antonio	55/71	55/71	55/71
El Paso	50/74	50/74	50/74	San Diego	55/71	55/71	55/71
Fort Worth	50/74	50/74	50/74	San Francisco	55/71	55/71	55/71
Grand Rapids	50/74	50/74	50/74	Seattle	55/71	55/71	55/71
Houston	50/74	50/74	50/74	St. Louis	55/71	55/71	55/71
Indianapolis	50/74	50/74	50/74	St. Louis-DIX	55/71	55/71	55/71
Jackson MS	50/74	50/74	50/74	St. Paul	55/71	55/71	55/71
Kansas City	50/74	50/74	50/74	St. Paul	55/71	55/71	55/71
Las Vegas	50/74	50/74	50/74	Tampa	55/71	55/71	55/71
Little Rock	50/74	50/74	50/74	Texas	55/71	55/71	55/71
Los Angeles	50/74	50/74	50/74	Washington DC	55/71	55/71	55/71
Los Angeles	50/74	50/74	50/74	Wichita	55/71	55/71	55/71

WORLD WEATHER FORECAST

Area/Region	Forecast	Area/Region	Forecast
Alaska	50/74	London	70/80
Algeria	50/74	Madrid	70/80
Algeria	50/74	Moscow	70/80
Algeria	50/74	Mumbai	70/80
Algeria	50/74	Nairobi	70/80
Algeria	50/74	Paris	70/80
Algeria	50/74	Rangoon	70/80
Algeria	50/74	Rio de Janeiro	70/80

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.

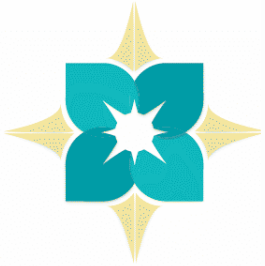
Have a professional check your heating system to make sure things are running properly. You should take the time to find and seal leaks around the house—sealing holes around pipes, vents, and attic hatches, and adding weather-stripping around leaky doors and windows. This helps reduce the amount of heat escaping from your home this winter.

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Climate Facts

- ✦ Launched January 2007
 - ✦ Provide science-based information about **observed changes** in climate and weather patterns
- ✦ Show implications of those changes on a local/regional level

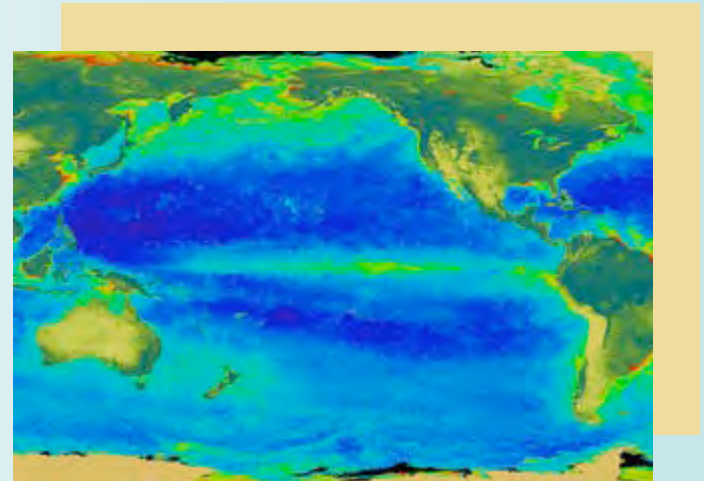
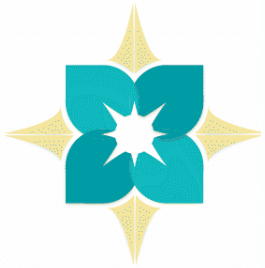


Image Courtesy of NASA

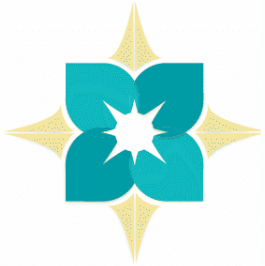


Climate Facts

Range Change

Data collected by the National Audubon Society shows that many bird species found in the Eastern United States have been steadily moving their wintering grounds further north. These species include the American Robin, Eastern Bluebird, Tufted Titmouse, Red-bellied Woodpecker and the Northern Cardinal. The Northern Cardinal has been moving its range particularly fast: In the 1860's the species was only occasionally found north of the Ohio River while today, the bird is routinely spotted as far north as Nova Scotia.





TWC Climate Programming

forecast EARTH Your daily source for news, science and debate.

HOME VIDEO BLOG NEWS FORECAST EARTH: ON TV RESOURCES OUR MISSION

Monday, May 14, 2007

featured links

video

- Like some free hot water?
- Stretching a gallon of gas
- Who says it can't be done?

ipcc: the inside scoop

- Some rough 'n' tumble tactics
- The U.S. the pivotal player
- Can climate decide an election?

ethanol debate

- A renaissance with questions
- Environmental impacts
- We don't want it ruined!

new directions

- Questions born with 'flex-fuel' vehicles
- 'Organic' possibilities
- Is Nuclear the answer?

tell us what you think

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Save money with these GREEN TIPS for your business. Presented by

today's videos

Don't Eat Me!
Beautiful Island, Rare Creatures.
Development is leading to devastation of Madagascar's flora and fauna; 90% of which is found no where else on Earth, but people are trying save the island from itself.

Hot + Dry = Fire
Wide-eyed weather across the U.S.
A wildfire on Catalina Island forces 100's of residents out of their homes, while flooding in the central U.S. continues.

They're At It Again
Golden gate to greenery
From cartoons to religion, here's the green scoop on a city that's always been "faaaarr...out".

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news headlines

TOP STORY

Bird migration patterns shifting, an early warning of climate change ...
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China's Yangtze river at risk of 'disastrous' bank collapses ... [read more](#)

Hundreds of Florida wildfire evacuees still waiting to go home ... [read more](#)

Caviar demand leads Midwest states to limit the take of an ancient fish ... [read more](#)

Ex-Pres. Clinton, Mayor Bloomberg to host international climate summit this week in NYC ... [read more](#)

Best of the Web: Websites and articles relating to climate change and global warming ... [read more](#)

EVERY SUNDAY
@ 5:00 PM ET

forecast EARTH

weather.com/forecastearth

FEATURED

 **Dr. Heidi Cullen Blog**
When models underestimate... the case of arctic sea ice... [read more](#)

GUEST BLOGGERS

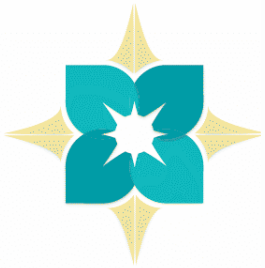
Andrew Freedman Blog
Take back the weather... [read more](#)

Kai Huschke, Bioneers
Finding, Building, and Participating in Community... [read more](#)

BREAKING NEWS

Breaking news on climate change
The latest news stories from around the world concerning global warming and climate change.





Educate 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

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Resources

Water
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Storms &
Floods

Tech Notes

Weather
Topics

User Survey

Contributors

Photo by Joe Lammis

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Weather, Watersheds, and the Built Environment

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



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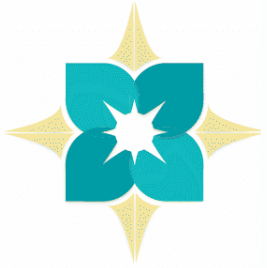
[Resources](#)

[Tech Notes](#)

[User Survey](#)

[Course Quiz](#)

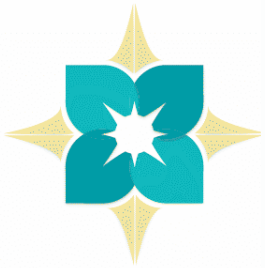
[Contributors](#)



New Courses

- + Weather and Public Health
- + Climate Change
- + Oceans and Coasts



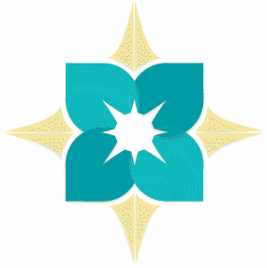


Partnership Opportunities

Promote your organization and reinforce community campaigns:

- ✦ Provide seasonal information
- ✦ Stats and facts
- ✦ Local events and campaigns
- ✦ Web sites and resources





Engage Your Local Meteorologist

- † Invite them to attend a local event as an emcee, speaker, panel member, or activity participant.
- † Do you have an interesting backdrop? Invite the meteorologist to broadcast from your nature center, park, or other area.
- † Ask a local meteorologist to serve on an advisory committee for your organization.

The screenshot shows the Earth Gauge website homepage. At the top left is the Earth Gauge logo, a stylized green and blue starburst. To its right is the National Environmental Education Foundation logo and a search bar labeled "Our Programs". Below the logo is a navigation menu with links: "Who We Are", "The Service", "Browse by Location", "Meteorologists", and "Resources". The main content area features a large blue and green background image of a field. Text on the page describes Earth Gauge as a free environmental information service for broadcast meteorologists. A list of links includes "View an Earth Gauge™ Example", "What Meteorologists Have to Say", "Subscribe Now", and "Learn More About Our RSS Feeds". Below this is a "Search the Tips Library" section with a map of the United States and a list of topics: Environmental Topics, Weather Type, Life Topics, and Climate. Two callout boxes highlight "What's New" and "Educational Tools".

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.

- View an Earth Gauge™ Example
- What Meteorologists Have to Say
- Subscribe Now
- Learn More About Our RSS Feeds

Search the Tips Library

Search our [archive of Earth Gauge™ information](#) distributed to broadcast meteorologists. Select a region on the map below to browse by geographic location, or select from the list of topics below. This information is updated often - so check back soon!

Environmental Topics

- Weather Type
- Life Topics
- Climate

What's New

Earth Gauge is distributed to meteorologists in 64 cities, reaching more than 150 million viewers. Find out who is participating, and view examples of Earth Gauge issues.

Educational Tools

Find free, online environmental education courses developed by NEEF and COMET. PowerPoint presentations for community outreach, and links to other educational resources.

"Earth Gauge™ is a fantastic service because not only do they come up with vital environmental issues, but they offer suggestions on what viewers can do" [more...](#)

— Joe R. Diaz, Chief Meteorologist, KOAT-TV, Albuquerque

www.earthgauge.net

Sara Espinoza
Program Manager, Earth Gauge
espinoza@neefusa.org
202-261-6490