

# Earth Gauge: Adding Environmental Information to the TV Weather Report

## Earth Gauge on the Air



"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."

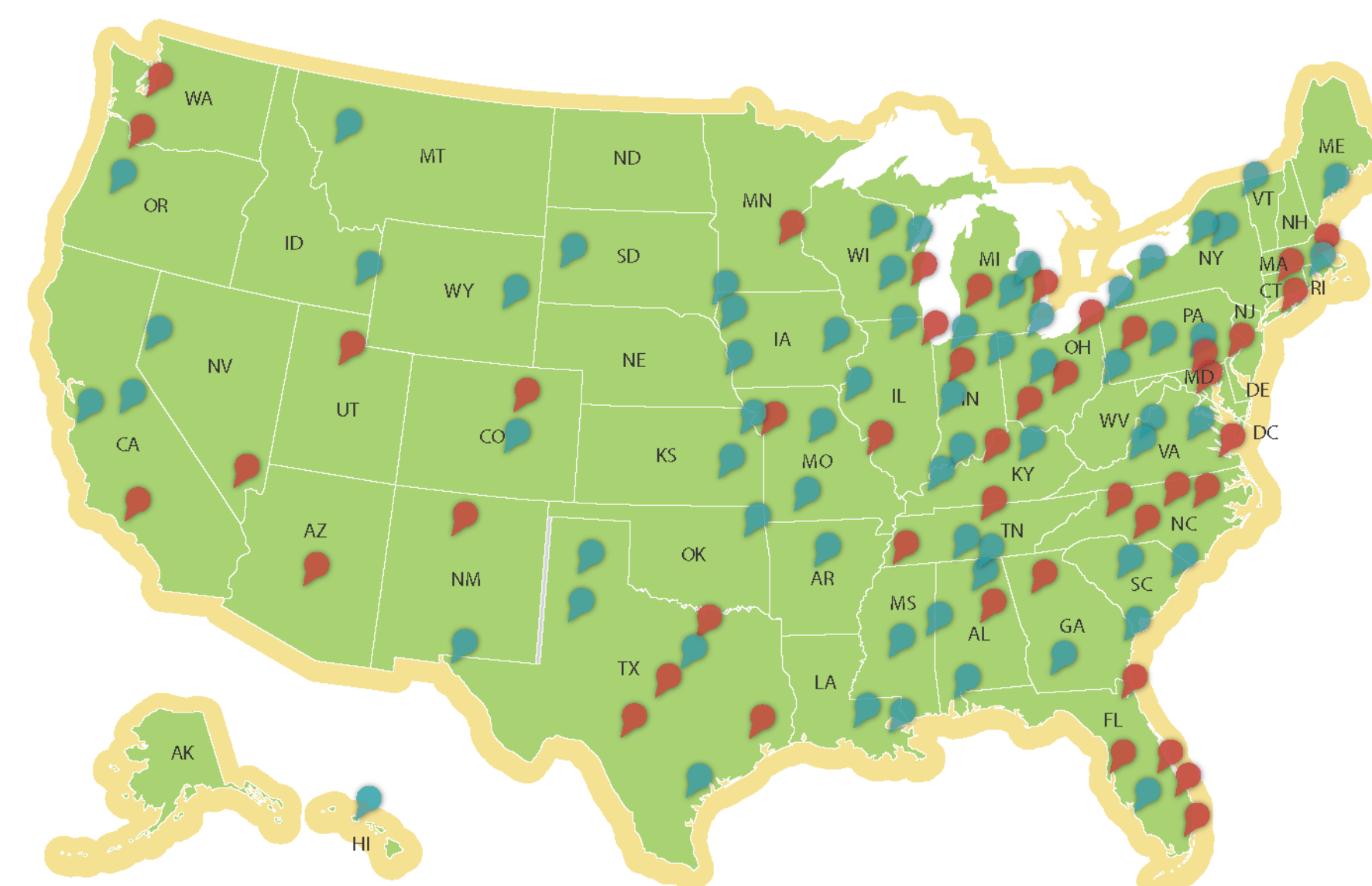
Meteorologist Mike Buresh at WTEV/WAWS in Jacksonville, Florida.

Visit [www.earthgauge.net/profiles](http://www.earthgauge.net/profiles)

## Earth Gauge: Adding Environmental Information to the TV Weather Report

Earth Gauge is a program that advances the environmental and climate knowledge of broadcast meteorologists in order to increase the public's ability to make environmentally informed decisions. Earth Gauge resources make it easy to talk about links between weather, climate and environment. Originally developed for weathercasters, Earth Gauge information is also freely available to the public, educators, parents and students.

The TV weather report is the most common reason people watch the news and often the *only* place Americans get environmental or science information. Because there is a natural link between weather and the environment, broadcast meteorologists are uniquely poised to educate the public about key environmental topics in their communities.



### Reaching 125 Media Markets

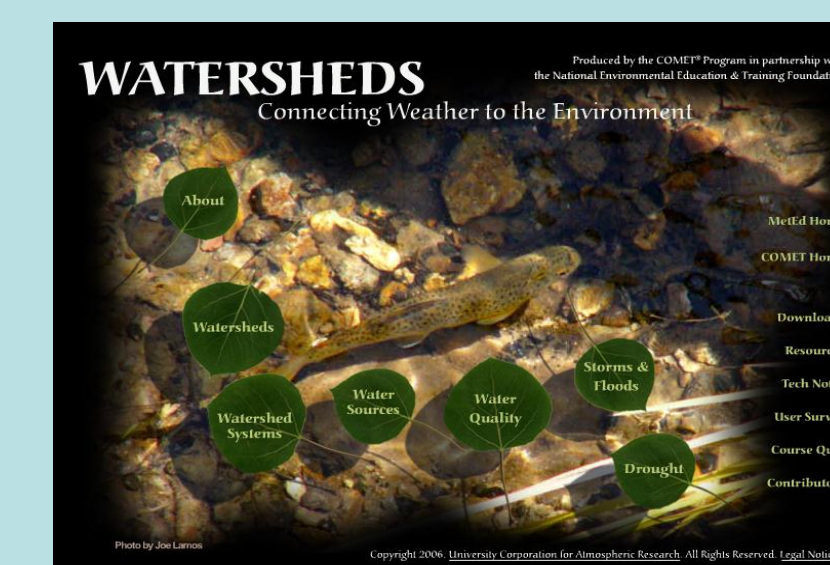
Earth Gauge is distributed to over 200 local broadcast meteorologists, radio broadcasters, and newspaper journalists in 125 media markets around the U.S. These markets reach more than 235 million television viewers and through our partnership with The Weather Channel, we reach 91 million households. Earth Gauge environmental information is not just showing up on TV and radio – it's also being used on station websites and blogs, on Facebook and Twitter, and in community outreach.

Earth Gauge partners with the American Meteorological Society and its Committee on the Station Scientist to help meteorologists cover a range of science and environmental topics during the weathercast. Earth Gauge provides *free* resources such as:

- a weekly e-newsletter featuring broadcast ready information and images highlighting links between the local 3-day forecast, local environmental issues and climate;
- fact sheets and special feature articles about the latest research in environmental science; and
- online courses illustrating connections between weather, environment and climate.

## Online Courses

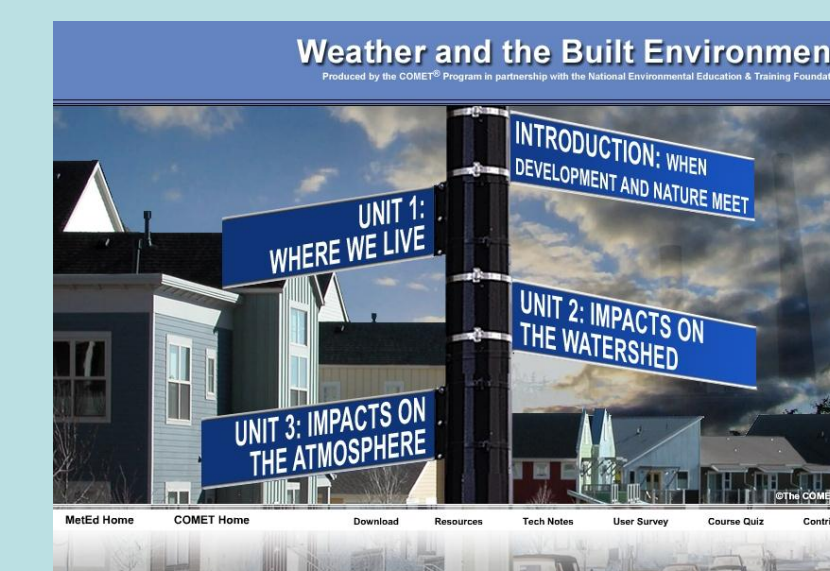
Earth Gauge works with UCAR's COMET® Program to create free online courses on weather, environment and climate topics.



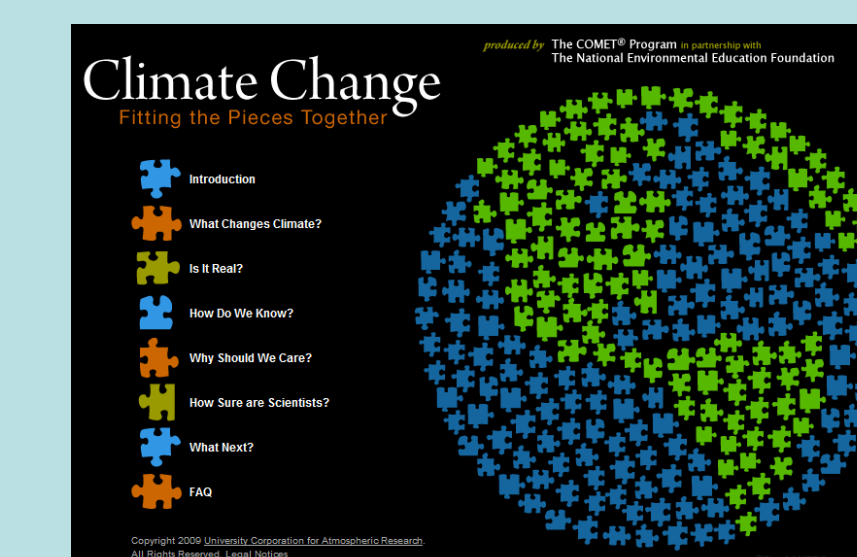
*Watersheds: Connecting Weather and the Environment*



*Weather and Health*



*Weather and the Built Environment*



*Climate Change: Fitting the Pieces Together*

Visit [www.earthgauge.net/courses](http://www.earthgauge.net/courses)

## Climate Resources

Climate Facts connect changes in regional weather to changes in the global climate system.



### Climate Fact

About 75 percent of the water resources in the western United States originate from snowmelt. Declines in snowpack are occurring throughout the West. Parts of the Pacific Northwest are getting half the snowfall they did in the 1930s.

A National Environmental Education Foundation Program

"The Climate Facts have been a great addition to my science journal online, and I get frequent feedback from viewers about the science I mention."

Meteorologist Dan Satterfield at WHNT-TV in Huntsville, Alabama.

### Climate resources include:

- a searchable archive of facts about Earth's climate;
- fact sheets and special feature articles about the latest research in Earth systems science;
- video shorts on a variety of climate topics;
- frequently asked climate questions and answers;
- an archive of climate stories from the popular press; and
- a widget with rotating facts that can be added to your website.

Visit [www.earthgauge.net/climate](http://www.earthgauge.net/climate)