

“Eyes on the Environment”

Watershed Education for Broadcast Meteorologists

8:15 a.m. – noon.
Wednesday, June 26, 2002
Williamsburg, VA

Workshop program and visualization layout

June 6, 2002

<p>8:15am Introduction to the Workshop: A New Environmental Education Alliance: <i>Dr. Ronald McPherson, Executive Director of the AMS</i>, will briefly describe the background behind the workshop and the partnership among the AMS, EPA, the National Environmental Education and Training Foundation (NEETF) and the other involved agencies. He will also emphasize efforts to create a new national environmental education alliance among broadcasters, government agencies and the private sector.</p>	<ul style="list-style-type: none"> • Start with AMS-EPA and NEETF logo on top of the 21 Regional watersheds image. On top of this image we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” and the presenter, in this case: • Ron McPherson, Executive Director, and AMS logo • When Ron is making his presentation discussing AMS goals etc, visual behind him could show scenes of watersheds across our national and other environmental scenes. These different images could be controlled by Mike. We need to make sure that this is not a distraction. • end with AMS-EPA and NEETF logos..(backdrop our 21 watersheds?)
<p>Ron McPherson will introduce Mike as the moderator of the workshop. EMG will provide a brief introduction of Mike to Ron. This will allow Mike to set the stage for the workshop today. After Mike goes through the program he introduces Bob Ryans. Bob will be talking about the finished product on the air today at NBC4.</p>	<p>Once Mike comes to the stage the Workshop program appears and Mike goes through it quickly and then introduces Bob. Attached is the Workshop program that will be displayed over a watershed or some other image.</p> <ul style="list-style-type: none"> • transition to Bob – zoom down to or display the Chesapeake Bay watershed. Use the Global zoom to the Chesapeake Bay Watershed (CBW).
<p>8:25am A New Role for the Broadcast</p>	<p>When Bob comes on stage have another</p>

<p>Meteorologist: How It Works: <i>Bob Ryan, Chief Meteorologist, NBC4</i>, will describe how he has begun to educate his viewers about environmental issues that affect watersheds in and near the Washington, DC area. He will also address new strategic alliances, partnerships and the critical role broadcasters play in the ever-changing world of environmental information.</p>	<p>image , maybe something from WeatherNet4 along with his • Name, Title and NBC4 logo – Bob Ryan, Chief Meteorologist, NBC4 Washington DC and the title of his talk “A New Role for the Broadcast Meteorologist: How It Works”</p> <ul style="list-style-type: none"> • Bob will present a 3:20 minute video of the on-air introduction of the watershed project on NBC4- 2/28/02 • Bob will mention some issues (flood – meteorologists are most familiar with this; drought....then note that watershed topics are really natural extensions of the weathercast). • Assuming we have a hot web link, he’ll bring up the NBC4 page and show a few pieces of it...including reference again to key agencies and organizations. We can provide a backdrop of this (ppt) that someone other than Bob can display. Need to digitize Bobs video so that we can put on master workshop CD.
<p>After Bob finishes Mike will make the point the we will now introduce you – the broadcasters to the organizations that helped to make a successful watershed project</p>	
<p>Let's Talk Watersheds: H. Michael Mogil, Workshop Moderator</p>	<ul style="list-style-type: none"> • Back to the national map of 21 watersheds or some other iteration of this map that RA has developed.
	<p>On top of the image of the 21 Regional watersheds we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” and the presenter and the title of the presentation in this case:” National Overview “H. Michael Mogil, StormCenter Communications, Inc., and the SCC logo</p>
<p>8:40 am National Overview: <i>H. Michael Mogil, StormCenter Communications, Inc.</i>, will describe the geographical, geological, hydrological and biological aspects of watersheds using innovative visualizations.</p>	<ul style="list-style-type: none"> • Mike will key on a series of “slides” to “walk the weathercasters” through the concepts surrounding watersheds (reaffirm definition, as needed)...He will start off with a lift off from the west

<p>Keying on water flow (within and/or on rivers, streams, wetlands, asphalt roadways, and other surfaces), and the link between weather, water and watersheds, he will pose the following types of questions to the audience:</p>	<p>coast and fly across the US to the east coast. I will NOT land at this stage...just want overview (RA).</p> <ul style="list-style-type: none"> • He will couple this with some airplane views of watersheds – Canadian Rockies, NW US, Colorado-Kansas “circles” – wells and irrigation systems, Mississippi River, etc. • Then, some ground views – Continental Divide Sign, Mountains, Prairies, HI, TX, MD – Potomac, local creek, storm drain, etc...end with local scene just with small rise and fall re really “local” scene. • Mikes main focus here will key on the physical attributes and some of the pieces. End with “bathtub pix. I will leave much of the biosphere for the local talk I give.
<ul style="list-style-type: none"> • What watershed(s) are you in right now? Which one(s) are you in back home? 	<ul style="list-style-type: none"> • address the “type in your zip code” via ppt or actual web (RA). • Next key on Lisa Spencer (Alabama – SE watershed?) and Jim Jagers (Memphis – Tennessee Watershed?) -- Board co-chairs -- and their watersheds in the HUC 2 – HUC 8 display (nesting concept) as I define watersheds further...concentrate on keeping tabs on water and its flow. Nice that their sheds are adjacent. This is to “place the meteorologist in a watershed”, not just look from the outside in.
<ul style="list-style-type: none"> • What do you know about watersheds? What is the purpose of a watershed? What do you want to know about watersheds? Need to know? 	<ul style="list-style-type: none"> • Mike will pose questions to audience (list of questions), encouraging them to “make a list” for their watershed. No answers given here, but check out the NBC4 web page for some answers. This might be a nice seqway to the quiz segment of the watershed site?
<ul style="list-style-type: none"> • Who lives in a watershed? Where and why do they live there? 	<ul style="list-style-type: none"> • brief mention here of people, different types of trees, plants and animals (land, air, water)...more focused in local talk.
<p>Mike will then show how all the pieces of a watershed interconnect; how humans and nature (e.g., weather forces, plant and animal habitats) affect watershed health; in</p>	<ul style="list-style-type: none"> • watersheds in the news...water quality, forest fires in the west and east, flood and drought extremes – even flash flood warnings within a drought setting, FL

<p>turn, how watershed health affects humans and animals; and finally, how watersheds serve as a focus for our water supplies, transportation, manufacturing, recreation, fishing, and other aspects of our everyday lives.</p>	<p>wetlands; Nature Conservancy land deal, water supplies (normal and now with terrorism threat), transportation and recreation, history...and watershed issues (keying on Lisa and Jim again to “focus”indicate additional info available on the CD for your watershed). Later on we’ll be briefly exploring some “issues” at the local level and how the interaction of plants, animals, people, and “things” make up a watershed.</p>
<p>“Hopefully, this brief introduction to the physical aspects of watersheds has ‘whet’ your appetite to learn more....and share that knowledge with your audience both on air and on the web....after all, YOU are the science expert at your station...not just the meteorologist!”</p> <p>Next, we’ll explore clean water, working trees and a healthy coast and start to see how the physical and biological pieces mesh with human health, economics, and other facets of the watershed.</p>	<ul style="list-style-type: none"> • back to map of 21 watersheds, with a final map showing the Gulf of Mexico “supershed”.
<p>Watersheds and Weather: Useful Information for Local Weathercasts – A Local Perspective.</p>	<ul style="list-style-type: none"> • 21 Watersheds map --> to Chesapeake Bay watershed map...show 36 sub-watersheds..again zoom by clicking (no drill) to key on the Potomac or James within Chesapeake Bay Watershed
<p>Mike will next introduce the next three speaker from EPA, USFS and NOS</p> <p>Mike will then introduce Bob Wayland</p>	<p>Use the image of the 21 Regional watersheds. On top of this image we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” and display the names and titles of the next three presentations and then introduce Bob Wayland. Once again we will either use the same background or use a background to present Bob Waylands title, and EPA logo and the title of his presentation: “Clean Water and the New Millennium”</p>
<p>8:55 am Clean Water and the New Millennium</p>	

<p><i>Robert Wayland, Director, Office of Wetlands, Oceans and Watersheds, Environmental Protection Agency, will highlight the economic and cultural value of our nation's water resources and discuss some of the many challenges facing the nation's watersheds. He will describe and show visual examples of what happens when rain falls; how pollutants in stormwater runoff can impact drinking water, recreational uses, and living resources; and how urbanization increases the amount of runoff.</i></p>	<p>Since each presenter is developing there own PowerPoint presentation. We will provide any other images that we have, stills or animations which will help in the EPA presentation.</p>
<p>Mike will then introduce Jim Sedell</p>	<p>• end with urban photo and lots of concrete and asphalt</p>
<p>9:10 am Working Trees: <i>Jim Sedell, InterDeputy Area Water Coordinator, U.S. Forest Service, will show how forests provide flood prevention and environmental protection. Trees planted in strategic locations can filter pollutants from runoff protecting water quality, lower air pollution levels, lessen stormwater runoff, and reduce energy costs. He will also discuss the many impacts of wildfires on the environment. Due to the current drought conditions in many parts of the nation, wildfire potential is above normal and in some places, fire season has started ahead of schedule.</i></p>	<p>Use the imagaee of the 21 Regional watersheds. On top of this image we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” Once again we will either use the same background or use a background recommended by the USFS to present Jim Sedell and his title, and the USFS logo and the title of his presentation: “Working Trees” Jim Sedell, InterDeputy Area Water Coordinator, U.S. Forest Service,</p> <p>Since each presenter is developing there own PowerPoint presentation. We will provide any other images that we have, stills or animations which will help in the USFS presentation.</p> <p>SCC will provide the visualization of the Los Alamos Fire.</p>
<p>Mike will next introduce Margaret Davidson</p>	<p>• End with forest / riprian scene</p>
<p>9:25 am A Healthy Coast : <i>Margaret Davidson, Acting Assistant Administrator for Ocean Services and Coastal Zone Management, National Oceanic and Atmospheric Administration will showcase the importance of coastal watersheds to the</i></p>	<p>Use the image of the 21 Regional watersheds. On top of this image we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” Once again we will either use the same</p>

<p>economic and environmental prosperity of the Nation. Coastal habitats support over 75 percent of our nation's commercial fish catch and 80 percent of our recreational fisheries, while coastal communities welcome over 180 million visitors each year. Due to staggering development along and near the coast, an escalating coastal population has degraded or destroyed half of the habitat that is critical to marine life. In time, this can lead to the decline of the very coastal economies that drew these people to the coast.</p>	<p>background or use a background recommended by the NOS to introduce Margaret Davidson and her title, and the NOAA logo and the title of her presentation," A Healthy Coast, begins in your watershed" : Margaret Davidson, Acting Assistant Administrator for Ocean Services and Coastal Zone Management, National Oceanic and Atmospheric Administration</p> <p>Since each presenter is developing there own PowerPoint presentation. We will provide any other images that we have, stills or animations, which will help in the NOS presentation.</p> <p>Send visual of sediment runoff from North Carolina.</p>
<p>By also considering sea level rise, severe weather events and other coastal hazards, one can easily see how fragile this part of the watershed has become.</p>	
<p>New scientific tools, information, and collaboration with state and local officials are helping communities face the challenges of protecting the coast.</p>	
<p>9:40 am Questions and answers for the previous 3 speakers</p>	<p>• Show all 3 agency logos with national (21 regions) watershed backdrop</p>
<p>Mike will next introduce Rick Rosen</p>	
<p>9:50 Introduction of EPA Administrator Christie Todd Whitman by Rick Rosen, President of the AMS.</p>	<p>• Name, Title and AMS logo- Rick Rosen, President of the AMS</p>
<p>9:50-10:20 Address by Christine Todd Whitman, Administrator of the Environmental Protection Agency.</p>	<p>• Name, Title and EPA logo</p> <p>Please provide any visualizations or the background that the Administrator might like to use, if any.</p>
<p>10:20-10:35 Break</p>	

<p>Watersheds and Weather: Useful Information for Local Weathercasts – A Local Perspective.</p>	<ul style="list-style-type: none"> • 21 Watersheds map --> to Chesapeake Bay watershed map. Go from map of 21 Regional watersheds to the Chesapeake Bay Watershed. This might be a good place to put in the fly through the Chesapeake Bay Watershed. We might also wish to take off from the steps of the Capital to the Globe.
<p>10:45am The Chesapeake Bay Watershed: <i>H. Michael Mogil, StormCenter Communications, Inc.</i>, will provide a brief focus on the Chesapeake Bay Watershed, including geographical perspectives (e.g., size, location, drainage, rainfall), topical issues (e.g., drought, water supply, streamflow, fresh-salt water interactions), and other inter-disciplinary problems and opportunities facing this important watershed community. Because everyone who lives in this watershed is within 1/2 mile of a water body, this makes it easy to experience the many facets of watersheds. He will offer some suggestions for transferring this localized perspective to other places around the Nation.</p>	<p>On top of the image of the Chesapeake Bay Watershed we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” and the presenter and the title of the presentation in this case:” The Chesapeake Bay Watershed”,<i>H. Michael Mogil, StormCenter Communications, Inc.</i>, and the SCC logo</p> <ul style="list-style-type: none"> • Mike will take a mini-tour, first a fly down the Potomac to the Bay (RA); then a ground trip with a few key places showcased – Fairfax Stone; Harper’s Ferry; Great Falls (falls and water intake), Georgetown, Tidal Basin, Calvert Cliffs, the Bay itself....maybe even end with Ocean City or Assateague shore, barrier island, etc – sunrise, sunset photo maybe....note how we key on the River often as focus (as I have done here) rather than view its watershed..signs of river..signs of watershed. Note watershed signage increasing. • Shift to watershed art and showcase the 12 “About Watershed” segments as seen on NBC4 “Watersheds- Where the Atmosphere meets the Earth”and how these highlight different aspects of watersheds..again..things we often don’t look at in a watershed context. The one we do involves droughts and floods – show NWS warning Flash Flood

	<p>warning; drought statement or map.</p> <ul style="list-style-type: none"> • As Mike does these, he'll try to briefly interject biological and human pieces to mesh with the physical parts – e.g., blue heron and kayakers at Great Falls, wetlands, birds in flight (migration / food hunt), etc.. • He will discuss runoff that goes from neighborhood into Bay – Dave's pix of Bay drainage, for example. Pig or Chicken Pix re that aspect of runoff. Maybe even dirty runoff from construction site. • Show urban forest, construction runoff, and a few other things to key on "local" stuff...problems • TV mets perspective again here (due to "local" flavor...Mike will look outward to how things can be transferable to other locales). Mention Ryan and his applications to watershed education...mention local Chesapeake Bay issues – local cleanups, calendar of events and highlighting featured events, getting involved which focuses on organizations within the watershed. The mention of orgs (set stage for next speakers) ... solutions... • Also some web linkages, some ideas about sites and resources as a lead into next 2 speakers
Mike will next introduce Fran Flanigan	<ul style="list-style-type: none"> • End with 4 pix showing facets of the Chesapeake Bay – wildlife, sailboats, Potomac at Great Falls, DC scene
<p>10:55 am Community Organizations: <i>Fran Flanigan, former Director of the Alliance for the Chesapeake Bay, will showcase how environmental issues in the Chesapeake Bay watershed have evolved over many years and how they are being addressed and solved through community involvement. While many of the organizations working in the Chesapeake Bay watershed are uniquely local, they have counterparts in every watershed in the Nation. We'll explore how these</i></p>	<p>On top of the image of the Chesapeake Bay Watershed we will place the workshop title "Eyes on the Environment" – Watershed Education for Broadcast Meteorologists" and the presenter and the title of the presentation in this case:" Community Organizations", Fran Flanigan, former Director of the Alliance for the Chesapeake Bay and the logo of the organization.</p>

<p>community resources can help you explain watersheds to your viewers.</p>	<p>Introductory background visual could be something related to the Alliance and then segway to the logos or names of one organization in each watershed.</p> <p>Once we see the PowerPoint presentation we will then work with Fran to coordinate the visuals that you would like us to include in the backdrop</p>
<p>Mike will next introduce Glenn Page</p>	<p>• end with 4 panel showing signage for some organizations around the country put on top of a faded 21 Regional Watershed map.</p>
<p>11:05 am Local Experts: <i>Glenn Page, Director of Conservation, National Aquarium of Baltimore</i>, will consider other local resources for weathercasters. In addition to community organizations, there are a myriad of sites (e.g., nature centers, zoos, museums, aquariums) in which watersheds literally “come alive”. It is at these places that visitors can experience the environment in controlled settings and learn from “experts”. Outreach activities sponsored by many of these sites allow people to actually improve the environment through ongoing environmental education and conservation action programs. The National Aquarium is involved in a great example of community-based stewardship at a site next to Fort McHenry National Monument. This story illustrates the resources, current information and hands-on activities available through local experts for your on-air and web-based explanations of environmental issues.</p>	<p>On top of the image of the Chesapeake Bay Watershed or an image from the National Aquarium of Baltimore, we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast meteorologists” and the presenter and the title of the presentation in this case: ” Local Experts” Glenn Page, Director of Conservation, National Aquarium of Baltimore.</p> <p>The first visual will be the Global Zoom and fly down to the top of the Aquarium.</p> <p>Other pictures should show some of the exciting activities that the Aquarium offers the public and its’ work and relationship to the Chesapeake Bay watershed.</p> <p>Other visual should reflect on the fact that there are many other institutions like Aquariums and Science Centers around the country that will offer tremendous resources and a background for on-air presentations by the broadcasts. We could create a mosaic of many of these facilities across the country.</p>

	<p>Once we see the PowerPoint presentation we will then work with Glenn to coordinate the visuals that you would like us to include in the backdrop</p>
	<ul style="list-style-type: none"> • end with kids and others “at work” – set of 4 photos....
<p>11:20am Questions and Answers for previous 2 speakers</p>	<ul style="list-style-type: none"> • Two logos and Chesapeake Bay watershed map backdrop
<p>Mike will next introduce Dave Jones</p>	
<p>11:35am Engaging TV Viewers, <i>Dave Jones, President and CEO of StormCenter Communications, Inc.</i>, will provide ideas for integrating watershed information on the air (and on the web) without detracting from the weathercast. He will also show how to provide special segments on watershed topics; discuss new technologies and data sets and approaches for gathering and concatenating information rather than searching through hundreds of thousands of web pages or more; and offer suggestions for making watershed material a user-friendly viewer resource.</p>	<p>Use the image of the 21 Regional watersheds. On top of this image we will place the workshop title “Eyes on the Environment” – Watershed Education for Broadcast Meteorologists” and the title and the presenter. In this case: “Engaging TV viewers”, Dave Jones, President and CEO of StormCenter Communications, Inc.,</p> <p>With so much in the news (and you’ve seen the Bob Ryan clip), here Dave will start off showing a montage of a few videotapes of TV stations focusing today on watersheds or other non tradition environmental information. We have 3 or 4 videotapes to present in about three minutes.</p> <p>This will be followed by Dave showing a variety of images related to the watershed, Flyovers, drill downs and side by side comparisons that will help to introduce the broadcasters to the latest in visualizations and other information for use on their broadcasts.</p>
<p>11:50am Questions and Answers</p>	<ul style="list-style-type: none"> • Back to map of 21 watersheds
<p>11:55am Conclusion and wrap-up of Workshop</p>	<ul style="list-style-type: none"> • Roll credits – backdrop a scene of the Chesapeake with sailboats and birds in the air. This will include the names and organizations of all the individuals working with us to make this workshop and the watershed project a success.

	<ul style="list-style-type: none">• End with AMS, EPA, NEETF logos on backdrop of the 21 watersheds or a montage of visuals.
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