

Raising the Environmental IQ of Northeastern Ohio

Supported by:
Soil and Water Conservation Districts of Northeast Ohio
Western Reserve Resource Conservation and Development Council
(RC&D)

Ohio Water Resources Council

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Raising the Environmental IQ of Northeastern Ohio

Our goal is to present existing water resource data and science in such a way as to engage the general public and increase their understanding of land and water resources and their surroundings.

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With a better understanding of the natural world, the general public will make decisions when using these resources that will promote conservation and reduce pollution.

Raising the Environmental IQ of Northeast Ohio

How Are We Going to do it

The Soil and Water Conservation Districts of Northeast Ohio are collaborating with Maryland-based Storm Center Communications and WKYC TV to bring Envirocast Web/TV to Northeast Ohio.

- **Endorsed by Ohio Water Resources Council's Outreach and Education Committee**
- **We are a formal measure of the Western Reserve RC&D**

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How Are We Going to do it

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- **Cuyahoga SWCD has agreed to be the bank for any agency funding**
- **As a measure of the RC&D we will apply for foundation and grant dollars as they are a 501(c)(3) entity**

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How Are We Going to do it

Envirocast® Web/TV is a combined on air and on-line content service package that is designed to provide interactive environmental information experiences to the media and the general public.

View Video

- ☛ StormCenter
- ☛ E-Life Video Overview, Dallas, TX

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How Are We Going to do it

- ☛ This web-based service is designed to be used on-air while driving viewers to learn more on-line.
- ☛ This program provides the distribution and communication mechanism to get environmental science information to the public effectively and efficiently.

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How Are We Going to do it

- ☛ The educational content of the broadcasts will be produced primarily by StormCenter with local content coordination by ODNR/DSWC and provided by each of at least 13 SWCD Educators in northeast Ohio.
- ☛ Each soil and water conservation district will act as a liaison to deliver content from other stakeholders within their county.

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How Are We Going to do it

- ☛ To complement information provided on-the-air, StormCenter, and the local TV station develop a companion Web page that the meteorologist will incorporate during on-air weather broadcasts.
- ☛ The Envirocast® project website will be prominently featured on the TV station's weather website.

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How Are We Going to do it

- ☛ StormCenter is the only organization in the country that offers this large-scale programmatic content production for a TV station.
- ☛ This project promotes making a difference by effecting changes in stakeholder knowledge and attitudes about their environment, and publicly acknowledging individual and community pollution prevention efforts.

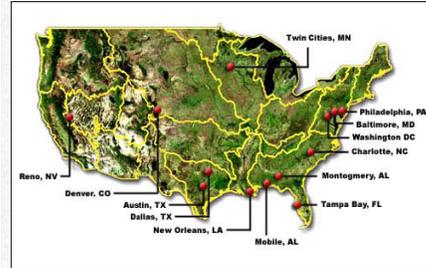
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How Are We Going to do it

This project is modeled after a successful collaborative effort anchored by the U.S. Environmental Protection Agency (EPA) and supported by StormCenter. Originally implemented in Washington, D.C., the innovative project was designed to raise public awareness of the Chesapeake Bay Watershed.

How Are We Going to do it

- ☞ Storm Center Envirocast® projects are now active in over 13 metropolitan areas.
- ☞ The projects employ local TV weather reports as a means to raise the environmental intellect of the region's residents.



Map shows current active markets using Envirocast
A Central Ohio project is under development by the Ohio Water Resources Council. The USDA Natural Resources Conservation Service is funding the 2008 launch of the program in Toledo.

Program Status

- ☞ We have 2 of the 4 essentials for this program to launch.
- ☞ We have the local content partner network and a committed TV Station.
- ☞ Now we **need** the **funds** to have StormCenter build the website and provide support to the station for initial promotion of the program with 15 and 30 second spots.

Program Status

- ☞ Raised \$22,500 from Storer and Kent Smith Foundation for the website.
- ☞ Working on grants and other contacts for 3 – \$100,000 sponsors
- ☞ Your suggestions????

Thank You