
MEMORANDUM

TO: MWAQC
FROM: JEN DESIMONE, CLEAN AIR PARTNERS
SUBJECT: TV METEOROLOGIST MEETINGS
DATE: 5/27/2008

As part of ongoing education and outreach efforts with the media, Clean Air Partners met with local TV Meteorologists on May 13, 2008, including NBC, CBS, and ABC. The primary focus of the meetings was to introduce the new ozone standard, new Clean Air Partners products, and continue fostering partnerships.

Clean Air Partners developed a toolkit that included the following materials:

- One sheet on Code Orange
- Program Backgrounder
- Fact Sheet with local air quality facts and figures
- 10 Things Viewers Can do to Help Clean the Air
- Broadcast-Ready Air Stats
- Clean Air Partners Brochure
- Changes to the AQI
- New Ozone Standard Press Release

Following is a summary of each meeting:

WJLA Channel 7 (ABC), May 13, 2008:

Brian Van de Graff - Meteorologist
Alex Liggitt – Weather Producer

Key points from the meeting and follow-up items:

- Clean Air Partners to provide a graphic of the air quality standards and how they've changed over the past 10 years.
- Clean Air Partners to provide WJLA with access to the raw air quality forecast data from Clean Air Partners website which they can use on their weather page.
- WJLA will follow-up with web department on how to embed the CAP forecast page onto WJLA's website and add air quality content provided by Clean Air Partners.
- Clean Air Partners and WJLA to further discuss how to build an air quality forecast tool on the website where visitors could enter their zip code and the tool would populate their air quality forecast. This is similar to the Pollen tool currently on the WJLA website.
- WJLA to look into how to incorporate air quality action steps and tips on their weather page.

NBC 4, May 13, 2008:

Bob Ryan – Chief Meteorologist
Veronica Johnson – Meteorologist
Chuck Bell – Meteorologist

Key points from our meeting and follow-up items:

- Clean Air Partners to provide NBC with a graphic of the air quality standards and how they've changed over the past 10 years and a report that shows the trends in air quality for this region.
- Clean Air Partners to add Bob, Veronica, Chuck and Tom to the daily air quality forecast email distribution

- NBC asked if Clean Air Partners can add additional information to the air quality forecasts including: Numbers associated with air quality (AQI), tips on what to do on a forecasted Code Orange or Red day as well as health prevention tips, information about what time the exceedences occur and when we are likely to experience a Code Orange and Red day, more detail on pollutant level for particles, ozone, etc.
- NBC to look into how to incorporate action steps and tips into their graphics when reporting Code Orange and Red Air Quality.
- NBC will look into adding air quality content to current website. Liked the idea of encouraging their viewers and website visitors to sign up for Clean Air Partners air quality forecasts and real time health notifications. Would be willing to post this on the weather page.

WUSA Channel 9 (CBS), May 13, 2008:

Topper Shutt – Chief Meteorologist

Key points from our meeting and follow-up items:

- Historical data on the changes in the ozone standard, going back to 1997
- Trends in air quality for this region
- Information on how we might be able to provide WUSA with content automatically (RSS Feed, etc)
- Clean Air Partners will work with the WUSA web team to put content on the weather page once their new website launches.

As a result from this meeting, Topper Shutt, wrote an article, which was published in the Washington Examiner on May 15, 2008, on the new ozone standard.