

ENVIROCAST®: BROAD-BASED COMMUNICATION AND FORECASTING FOR ENVIRONMENTAL QUALITY

FINAL REPORT
TSSWCB PROJECT 07-10

PREPARED BY:
HOUSTON-GALVESTON AREA COUNCIL OF GOVERNMENTS
HOUSTON, TEXAS

FUNDING PROVIDED THROUGH A CLEAN WATER ACT §319(h) NONPOINT
SOURCE GRANT FROM THE TEXAS STATE SOIL AND WATER CONSERVATION
BOARD AND THE U.S. ENVIRONMENTAL PROTECTION AGENCY

EXECUTIVE SUMMARY

The Envirocast® project that partnered with KPRC Channel 2's Going Green Initiative was, for this region, an innovative approach to increasing awareness of local environmental issues and promoting voluntary measures that individuals could apply to improve the quality of water resources in the H-GAC 13-county region. To increase the awareness of the region's communities and citizens a two-pronged approach was taken. The first element of this approach consisted of on-air broadcasting of environmental news stories and information, and the other was a specialized web site about the Upper Gulf Coast region where visitors were able to learn more about their local environment and learn about activities in which they could participate to help improve the quality of water resources.

The Envirocast®/Going Green project was modeled after similar Envirocast® projects in Washington, D.C. (designed to raise awareness of the Chesapeake Bay watershed) and Dallas/Ft. Worth (E-Life project designed to raise awareness of the Upper Trinity River watershed). The environmental news stories were tied to news and weather broadcasts. Research has shown that 80 percent of Americans watch the news because of the weather broadcast.

The broadcast and on-line components of the Envirocast®/Going Green project had the potential to provide watershed information to nearly 5,000,000 million people (2,087,000 TV Households) in 20 counties and brought 21,791 unique visitors to the project website with 30,676 page views. Since the project began in June 2008, 161 on-air stories ran a total of 316 times. Although it is very difficult to gage a systematic change in attitude and behavior the Envirocast®/Going Green project has had a positive effect on the region's environmental awareness and quality.

ACKNOWLEDGEMENTS

This project was administered and awarded funding by the Texas State Soil and Water Conservation Board (TSSWCB) under the Clean Water Act (CWA) §319(h) Agricultural/Silvicultural Nonpoint Source Grant Program in Texas. Grant funds were distributed to the TSSWCB through the U.S. Environmental Protection Agency (EPA) as appropriated by Congress. The Houston-Galveston Area Council (H-GAC) coordinated with StormCenter Communications, Inc. and NBC Affiliated Local Channel 2 KPRC TV to meet the terms of the TSSWCB Federal Funded Agreement.

INTRODUCTION

Envirocast®/Going Green: Broad-based Communication and Forecasting for Environmental Quality was a project to increase environmental awareness in the 13-county Houston-Galveston Area Council (H-GAC) Upper Gulf Coast Region encompassing thirteen counties: Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Walker, Waller and Wharton. The mechanism for making environmental news and information available included television news broadcasts and a web site dedicated for that specific purpose. The potential audience for this project was significantly larger than any previous educational campaign in the H-GAC region.

The principal goal of this project was to improve water quality in the seven river and coastal basins of the region: Trinity-San Jacinto Coastal Basin; Lower Trinity River Basin; San Jacinto River Basin; San Jacinto - Brazos Coastal Basin; Lower Brazos River Basin; San Bernard River Basin; Brazos-Colorado Coastal Basin, containing 16,000 miles of streams and shoreline (Figure 1). Many water quality segments are listed as having impairments or parameters of concern that must be addressed. Nonpoint sources of pollution in particular – storm water discharge and runoff contribute to an accumulation of trash and debris from littering and illegal dumping; pesticides fertilizers, and animal waste from lawns and agricultural practices; and sedimentation and turbidity from soil and bank erosion and construction activities, plus the transport of other pollutants with sediment. Many nonpoint sources of pollution can be greatly reduced through the actions of individual citizens or groups of stakeholders and a better informed population can become a better steward of our water, land and air resources. The project strategy was to initiate a public education process that would result in increased awareness of environmental conditions and provide the audience with voluntary measures the public can take to reduce nonpoint source pollution.

The H-GAC 13-county region covers 12,500 square miles with a population of over 5,300,000 and is one of the fastest growing regions in the state, expecting an increase of over 3,500,000 people by the year 2035. Media is certainly the most effective way of reaching such a large population over such a large area, but it is cost prohibitive for local public entities to conduct extensive media outreach capable of reaching the regional population. The Houston TV Designated Market Area (DMA) (Figure 2) is ranked 10th in the nation and encompasses twenty counties and a ten county Metro area with potential to reach over 2,000,000 people. The Envirocast®/Going Green project was able to consistently deliver environmental messages through association with news/weather broadcasts.

The increasing population in the H-GAC region will continue to impact all natural resources, particularly the quality of water resources. Of particular interest and concern in this region is the impact this growth will have on the Galveston Bay Estuary and its value to the state both in natural resources and the economy.

Figure 1. H-GAC Waterways

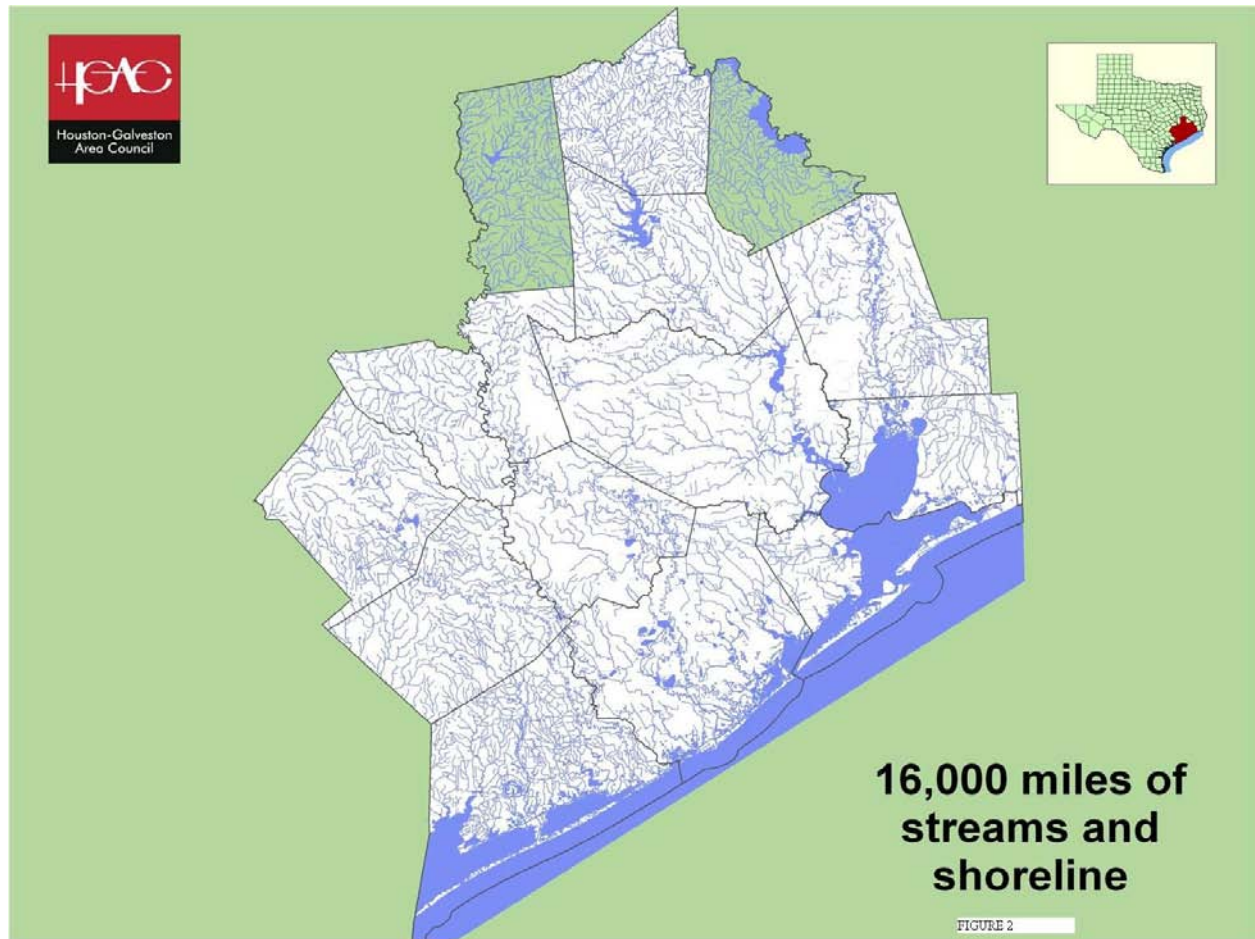
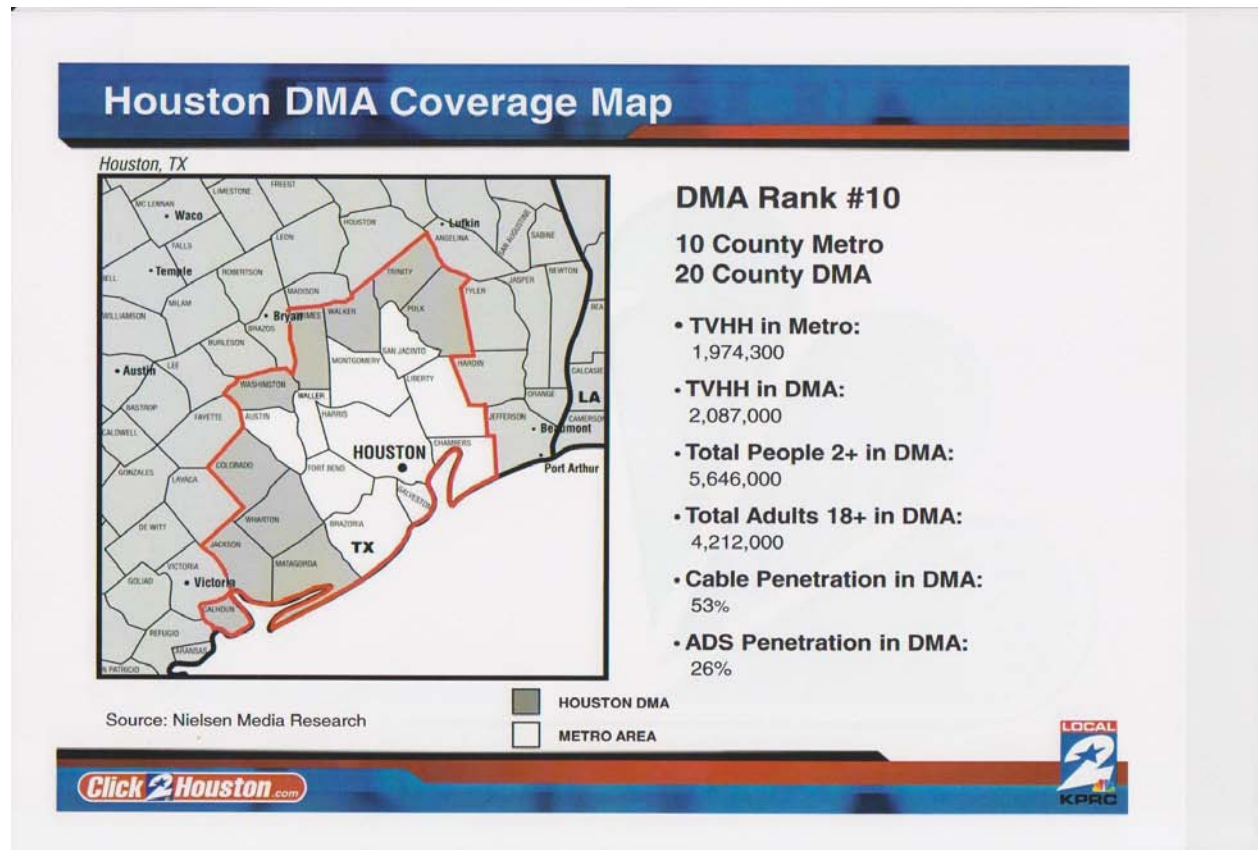


Figure 2. Houston TV Designated Market Area



DISCUSSION AND RESULTS

The Envirocast®/Going Green project has provided the citizens of the Upper Gulf Coast Planning Region with information necessary to raise awareness, understanding, appreciation and treatment of the region's water and other natural resources. It also helped further the efforts of many environmental organizations in their effort to communicate their messages on a greater scale reaching much larger audiences. This was accomplished through on-air and on-line environmental news and information through a partnership of H-GAC, KPRC Local Channel 2 (NBC affiliate) and StormCenter, Communications Inc, developer of the Envirocast® initiative.

To guide this effort and assist H-GAC in providing the best information possible to KPRC and StormCenter, a nine-member steering committee representing local governments, non-governmental organizations and the private sector was formed. This group helped develop the Local Content Providers Network of over 148 representatives of cities, counties, interested citizens, private sector environmentally oriented concerns, state and federal agencies, regional organizations, non-governmental organizations, management districts, and independent school districts. A list of LCPN participants is in Appendix A. The Steering Committee is Appendix B. The LCPN was called on to provide story ideas that were submitted to StormCenter, which in turn submitted them to KPRC.

H-GAC entered into a contract with StormCenter Communications, Inc. from October 1, 2007 through September 30, 2009 to carry out the tasks outlined in the contracts. The project did experience delays due to the national election coverage and Hurricane Ike in 2008. For the life of the contract H-GAC provided oversight and coordination the work of StormCenter and the Local Content Providers Network (LCPN). The LCPN was structured by H-GAC to harvest stories and a steering committee was established to deal with any issues that might arise. StormCenter had a subcontract with KPRC Local Channel 2 and the environmental stories, calendar events, and interviews were submitted to StormCenter which then submitted requests to KPRC. Communication bottle necks did occur as there were delays in getting timely information from the LCPN to the Television station. This arose as a result of having a third party partner that was out of state and the requirement that all story ideas be channeled through StormCenter.

There were two elements of Envirocast®/Going Green project. The first element consisted of on-air broadcasting of environmental news stories and information, and the other was a specialized web site about the Upper Gulf Coast region where visitors were able to learn more about their local environment and learn about activities in which they could participate to help improve the quality of water resources. As with other Envirocast® projects the on-air and on-line approaches were agreed to as the best approaches to disseminate environmental news and information to the public on a large scale and provide them with the knowledge to protect our water resources and overall environment. The tasks carried out from October 2007 to September 2009 supported these components.

On-Line/On-Air Relationship

All stories that appeared on-air ended with a tag line directing viewers to the Going Green/Envirocast® website and KPRC produced 15 second promotional spots that directed viewers during various times of the day to the website.

On-Line Component

The Envirocast® website debuted in June 2008 and ended mid-September 2009. During the project the website received 21,791 unique visitors with 30,676 page views. Individual impressions (web ads, sponsorship ads, logo identification associated with the Going Green/Envirocast® project. The project website consisted of six major sections: “Home”, “Our Watersheds”, “Learning Center”, “Resources”, “Media”, and “Environmental News”. The design of the website was organized by StormCenter and the content of the sections was developed StormCenter with input from the LCPN Steering Committee. Features designed to educate the public were included under each section. A calendar of events was included in the “Home” section.

We note here that when the contract between StormCenter and KPRC Local Channel 2 ended, we no longer had access to the web site and do not have screen shots. All Envirocast® related project websites did have the same ‘look’ and general content.

In addition, KPRC-TV has been running (samples in Appendix C) banner ads submitted by H-GAC for the H-GAC Recycle Guide, Texas Recycle Day, FOG (fats, oils & grease), and Resolve to Recycle. A banner ad for Trash Bash will continue to run through March 27, 2010 the day of the event. The value of this on-line effort is estimated to be \$21,979.

Home Page

The “Home” page of the Envirocast® project resembled the format of the other Envirocast® markets’ home page; however each is unique to the market area and the materials on the home page reflected the Upper Gulf Coast Region and its seven river and coastal basins and links were almost entirely connected to this region. This page also included the most recent on-line and on-air stories and informational videos from KPRC Channel 2 such as the video introducing the Going Green initiative.

Calendar of Events

This page provided the public with upcoming environmental events happening throughout the region. Communities, LCPN and LPCN Steering Committee members also submitted events for consideration. This was updated constantly and some fifty-five major environmental events were listed on the calendar which appeared in the left hand column of the Home page.

Our Watersheds

This segment of the website included a definition of watersheds and additional watershed-related educational features and links to other sources. This section housed the elements Find Your Watershed, real time data links to USGS gauge stations with flow data, rainfall, lake and river level data, links to local water quality organizations and a flyover that covered a path down the Trinity River from Dallas to the Gulf of Mexico.

Learning Center

This section contained interactive information that was not necessarily related to the watersheds of the region but were informative and provided general information on watersheds, forests and coasts.

Resources

This section provided links to the public where additional information on topics such as information for youth, land and water conservation, recycling and household hazardous waste management, and outdoor learning opportunities. There were also links provided to local environmental organizations such as the Bayou Preservation Association (www.bayoupreservation.org), Citizens Environmental Coalition (www.cechouston.org), Galveston Bay Foundation (www.galvbay.org), Houston Audubon (www.houstonaudubon.org), and others. Another local resource was the Galveston Bay Estuary Program (GBEP) (www.gbep.state.tx.us), a non-regulatory program of the Texas Commission on Environmental Quality. GBEP provided funding support for a series of stories on Galveston Bay, one of the most productive estuaries in the nation and contributor of \$3,000,000,000 in economic value to the State of Texas.

Media

The on-air environmental news stories were uploaded to the project website and were included under eight categories depending on their subject: Public Action, Wildlife Features, Energy Alternatives, Atmospheric Conditions, Land Features, Watershed Features, Interviews and News Features. Additional features were developed and uploaded to the website including the flyover of the Trinity River and Galveston Bay system to the Gulf of Mexico.

Environmental News

The content for this section was primarily developed by H-GAC staff and the Local Content Providers Network made up of 148 stakeholders representing cities, counties, interested citizens, private sector environmentally oriented concerns, state and federal agencies, regional organizations, non-governmental organizations, management districts, and independent school districts. Over the life of the project (27 months) the LCPN submitted over 130 story ideas and events for either on-line or on-air environmental news stories. Not all stories were accepted for on-air stories by KPRC. These ideas were submitted all throughout the project life via email to StormCenter, which submitted them to KPRC. H-GAC sent monthly reminders to the LCPN for submitting story ideas. Appendix A provides a list of the LCPN members as well as the LCPN Steering Committee.

Environmental news stories were posted on the project website covering a variety of topics. The Galveston Bay Estuary Program supported this project and it resulted in five (5) news stories and twelve (12) web stories about or relating to the Galveston Bay Estuary. In addition, two interviews on KPRC Saturday's Morning Show reached 27, 204 households in the region.

KPRC-TV in addition to placing banner ads submitted by H-GAC on the Going Green website (Appendix C) is committed to producing environmental news stories and in the time since the Envirocast® contract between KPRC and StormCenter ended, KPRC has produced the following stories: "Students taught to Save the Earth", "Recycle Program Gives Green", "Student Teaches Recycling Blinds", "Woman makes Business Environmentally Friendly", Galveston's Recycling Center Re-Opens", Local Business Recycles Computers", "Art Exhibit Teaches Saving the Planet", Solar tinting Lowers Bills", and "Ike Damage, Drought Threatens City's Greenery".

On Air Component

The first environmental news story aired on KPRC Channel 2 on June 1, 2008. For the project life a total of 161 Envirocast®-related stories were produced. Content for the environmental news stories was developed by KPRC Channel 2, StormCenter, H-GAC and the LCPN. The stories are listed by month in Appendix C. In addition to the February 27, 2009 on-air interviews for Galveston Bay, interviews were conducted for the Armand Bayou Watershed Festival on April 25, 2009 and the regional Trash Bash cleanup on March 28, 2009. The Trash Bash interview resulted in at least one family volunteering to participate at one of the 17 region-wide sites. For the run of the project, the 161 stories ran a total of 316 times and were broadcast during morning, afternoon, evening and nighttime newscasts. The total number of households reached during the project was 16,778,600. In addition to the stories, KPRC-TV ran 15-second promotional clips directing people to the website with Chief Meteorologist Frank Billingsley reaching 16,320,700 households. KPRC-TV also has a Latino Alternative TV Channel (LATV) and the promos reached 1,428,000 households during the project. These figures were supplied by KPRC and based on average viewership as published by the Nielsen Company: Nielsen Station Index.

Project Promotion

The Going Green/Envirocast® project was promoted and publicized by H-GAC staff during the many environmental meetings attended and during special events such as Trash Bash and Bay Day (annual celebration of Galveston Bay), and through our Community and Environmental Planning Department newsletter. We also promoted it when visiting with local elected officials and their staff. KPRC promoted the project through on-air spots and on their Going Green Website. LCPN members also promoted it by word of mouth and at special events.

Challenges

A true picture of community impact cannot be determined from a one-time effort, though it is a beginning. A pre-project survey was intended, however, evaluation of the scope and cost to obtain a valid picture of the state of awareness prior to Envirocast® led to the decision to forgo the survey. Another challenge was the fact that all information had to be channeled through a third party that was out of state and made for a less than effective partner relationship between H-GAC and KPRC TV. This led to support by the Local Content Provider Network Steering Committee of a wholly local effort for any continuing of the project with a direct relationship with the TV partner.

Community Impact

This project had the objective of demonstrating the willingness of people and groups in our region getting involved in improving the regional environment. We believe this was accomplished and in addition stirred the interest of KPRC-TV's news staff in reporting environmental stories. The stories were reported by twelve different news reporters. The on-air component has served as a catalyst for increasing environmental coverage across the region, though a continuing partnership with the media will be necessary to maintain and increase the interest.

The participation of the Local Content Providers Network and the diversity of groups represented shows a community that is interested in continuing to learn about environmental issues and support projects such as the Galveston Bay Foundation's "Hip to Habitat" work with the Friendswood ISD and others, getting

children into the outdoors harvesting marsh grasses and planting the grasses to help prevent erosion of Galveston Bay shoreline.

Local communities now have an increased awareness of the factors that influence our environment and quality of life and the resources that are available to help them with issues such as recycling, pet waste management, stormwater management, and litter control among them.

H-GAC continues to receive requests to submit environmental stories and the LCPN supports a local partnership for continuing this effort.

CONCLUSION

The Going Green/Envirocast® project was successful at increasing awareness of local environmental issues to promote changes in the attitude and behavior of citizens and local governments to protect water, air and land resources in the region. The on-air stories and on-line information provided the vehicles for disseminating environmental information to the public effectively and efficiently. Station viewership and on-line visits showed that the public was interested in learning about environmental issues and what they can do to help protect our environmental resources.

APPENDIX A

LOCAL CONTENT PROVIDERS NETWORK

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STEERING COMMITTEE

LOCAL CONTENT PROVIDERS NETWORK

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Mr.	Adair	Bob	Construction EcoServices
Ms.	Aldrich	Lynne	The Community Associations of the Woodlands
Mr.	Archer	Stephen	Archer Environmental Consulting
Mr.	Atkinson	Bill	City of Missouri City
Dr.	Babin	Latrice	Harris County
Ms.	Baker	Carole	Harris-Galveston Subsidence District
Mr.	Barber, PE	Harold	Tolunay-Wong Engineers, Inc.
Ms.	Belco	Michelle	
Mr.	Benson	Kristopher	US Department of Commerce, National Oceanic & Atmospheric Administration
Mr.	Biddinger	Gregory	ExxonMobil Biomedical Sciences, Inc.
Hon.	Bilski	Carolyn C.	Austin County
Ms.	Blair	Melissa	US Department of Agriculture
Mr.	Blount, PE	John R.	Harris County
Ms.	Brejt	Carol	Bayou Preservation Association, Inc.
Ms.	Brewster	Jamie	Upper Kirby Management District
Mr.	Buckley	Glenn	
Ms.	Burris	Kathy	Colorado County
Mr.	Buzbee	Patrick	Montgomery County
Mr.	Byal	Kevin	City of Baytown
Ms.	Cahoon	Debbie	Texas Water Development Board
Ms.	Callaway	Glenda L.	Ekistics Corporation
Mr.	Cannon	Delwin	US Department of Agriculture
Mr.	Caputo	Dennis L.	Quest Consulting, Inc.
Ms.	Cardwell	Terri	City of Lake Jackson
Ms.	Carroll	Karen	Brazoria County
Ms.	Caruso	Peggy	Katy Independent School District

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Hon.	Chaumette	Jacqueline "Jacquie" Baly	City of Sugar Land
Ms.	Christian	Marilyn	Harris County
Ms.	Conley	Darlene	Jesse H. Jones Park & Nature Ctr.
Ms.	Conley	Vicki	Galveston Bay Foundation
Ms.	Contreras	Cindy	Texas Parks & Wildlife Department
Mr.	Daniels	David	US Department of Agriculture
Mr.	Dannenbaum	James	Dannenbaum Engineering Corporation
Mr.	Davis	Craig	Texas General Land Office
Ms.	Dembski	Jane	City of Bellaire
Mr.	Denton	Winston	Texas Parks & Wildlife Department
Ms.	Dominguez	Cathy	Brazos River Authority
Mr.	Drachenberg, PE,RPLS	Ronald D.	Fort Bend County
Ms.	Drummond	Helen E.	Galveston Bay Estuary Program
Mr.	Elizondo	Marcos R.	Republic Services, Inc.
Mr.	Elmer, PE	Scott	City of Missouri City
Hon.	Emmett	Ed	Harris County
Mr.	Fancher	John T.	US Department of Agriculture
Mr.	Fanning	Robert	Texas Department of Transportation
Ms.	Fenwick	Delores	Keep Pearland Beautiful, Inc.
Mr.	Ferguson	John C.	Natural Waste Solutions, Inc. dba Nature's Way Resources
Mr.	Fitzgerald, PE	G. Michael	Galveston County
Hon.	Fitzgerald	Phil	Liberty County
Mr.	Fluharty	Jason	NRG Texas Power, LLC
Ms.	Gernhardt	Lori	Gulf Coast Waste Disposal Authority
Hon.	Gertson	Darrell	Colorado County
Mr.	Ghormley	Steve	Novus Systems, Inc.
Ms.	Gonzalez	Lisa	Houston Advanced Research Center
Mr.	Greenfield	Jedediah	City of Houston

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Mr.	Grossman	Guy	Railroad Commission of Texas
Dr.	Guillen	George	University of Houston, Clear Lake
Ms.	Hamilton	Dimetra K, MPA	Harris County
Mr.	Hayes	Harry J.	City of Houston
Hon.	Hebert	Robert E.	Fort Bend County
Ms.	Herklotz	Esther	City of Huntsville
Ms.	Herrin	Victoria	Houston Wilderness
Dr.	Hinds	Aston	Port of Houston Authority
Mr.	Hluchan	James (Jim)	US Department of Agriculture
Hon.	Hubenak	David	Austin County
Mr.	Icken	Andy	City of Houston
Mr.	Isbell	Andrew	Walker County
Mr.	Isbell, PE	Glenn	City of Huntsville
Hon.	Jackson	Guy Robert	City of Anahuac
Hon.	Jamison	Al	Colorado County
Mr.	Johnston	Dennis	Harris County
Mr.	Jones	Scott Allen	Galveston Bay Estuary Program
Mr.	Jordan	Mark	Lower Colorado River Authority
Mr.	Joyce	Jim	Odor and Corrosion Technology Consultants, Inc.
Mr.	Kachtick	Jim	
Mr.	Kahla	Jimmy	Chambers County
Mr.	Karachiwala	Badruddin Z.	Harris County
Mr.	Kelling, PE	Ronald D.	San Jacinto River Authority
Mr.	Kellum	Blake	San Jacinto River Authority
Mr.	Kessler	Tom	City of Texas City
Hon.	King	E.Joe	Brazoria County
Mr.	Koch	Brian	Texas State Soil & Water Conservation Board
Hon.	Kolaja	Brett	City of Missouri City

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Ms.	Krobot	Lisa	Matagorda County
Mr.	Lambert	Darryl	AbitibiBowater, Inc.
Ms.	Lamont	Carole J.	Harris County
Mr.	Lewis, Jr.	Sidney L.	Chambers County
Ms.	Lord	Kathy C.	Bayou Preservation Association, Inc.
Mr.	Marcotte, PE, DEE	Michael S.	City of Houston
Ms.	Martin	Monica	Wharton County
Mr.	Mayberry	Larry	City of Sealy
Ms.	McCauley	Ericka T.	Galveston Bay Estuary Program
Mr.	McCoy	Torin	National Aeronautics and Space Association
Hon.	McDonald	Nate	Matagorda County
Mr.	Merritt	Michael "Mickey"	Texas Forest Service
Ms.	Metzger	Sarah	City of Pasadena
Ms.	Millar	Heather	Armand Bayou Nature Ctr.
Ms.	Mintzer	Vanessa	Galveston Bay Foundation
Mr.	Mitchell	Larry	Harris County
Mr.	Mooney, PE	Mark J.	Montgomery County
Mr.	Muhich	Mark A.	
Hon.	Murrile	John W.	Wharton County
Mr.	Northrup, AICP	Tom	Knudson & Associates
Mr.	O'Connell	John P.	Texas Sea Grant Extension Program
Ms.	Olson	Ann	Buffalo Bayou Partnership
Mr.	Pack	Fred L.	City of Baytown
Ms.	Pagan	Joan	City of Alvin
Mr.	Patel	Snehal R.	Harris County
Mr.	Pepple, EPI	Karl	City of Houston
Ms.	Phillips	Donna	Texas Commission on Environmental Quality
Mr.	Phillips	Mack	Eastex Environmental Laboratory, Inc.

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Mr.	Pickett	Ellis	Surfrider Foundation
Hon.	Pierce	Robert D. (Danny)	Walker County
Mr.	Potok, PE	Alan J.	TCB, Inc.
Ms.	Radloff	Patricia	Texas Parks & Wildlife Department
Hon.	Ralston	Owen	Waller County
Ms.	Redwine	Cynthia	American Lung Association of the Central States
Ms.	Rice	R. Dee	Texas Water Development Board
Ms.	Richolson	Kathy	Gulf Coast Waste Disposal Authority
Mr.	Rivette	Chuck	Waste Management, Inc.
Mr.	Rudick, PE	Dale A.	City of Sugar Land
Hon.	Sadler	Alan B.	Montgomery County
Mr.	Sanders	Herman L.	Harris County
Mr.	Schultz, Jr.	Ronald B.	Galveston County
Mr.	Seidensticker	Eddie	US Department of Agriculture
Ms.	Shead	Linda	The Trust for Public Land
Dr.	Shmaefsky	Brian R.	Lone Star College-Kingwood
Mr.	Smith	Adam M.	City of Sugar Land
Ms.	Snook	Kelly	City of Missouri City
Mr.	Standlee	David	Huntsville Independent School District
Ms.	Stice	Linda	City of Houston
Mr.	Stokes	Bob	Galveston Bay Foundation
Ms.	Stolte	Connie	Texas Parks & Wildlife Department
Mr.	Stump	Mike	City of Texas City
Hon.	Sylvia, Jr.	Jimmy	Chambers County
Mr.	Talbott, PE	Michael D.	Harris County
Ms.	Thomas	Donna	Deer Park Independent School District
Mr.	Toland, PE	Troy	City of Conroe
Mr.	Trebus	Scott	Allied Waste Services

<u>Title</u>	<u>Last Name</u>	<u>First Name</u>	<u>Entity</u>
Ms.	Untermeyer	Cheryl Hare	Texas Commission on Environmental Quality
Mr.	Vogler	Mark	Fort Bend County
Ms.	Vrablec	Sandra	Austin County
Ms.	Whelan	Kerry	Reliant Energy
Ms.	Whitworth, PE	Mary Ellen	
Mr.	Willcox	George A. "Pudge"	Chambers-Liberty Counties Navigation District
Ms.	Wise	Patricia	Texas Commission on Environmental Quality
Hon.	Woodson	David "Woody"	Matagorda County
Mr.	Yadav	Rama S.	Texas Commission on Environmental Quality
Hon.	Yarbrough	James D.	Galveston County

STEERING COMMITTEE

Corse, Christy	H-GAC
Doughty, Lisa	Industry - Waste Mgmt
Drummond, Helen	Galveston Bay Estuary Program
Garcia, Fred	Harris County Flood Control
Hamilton, Dimetra	Harris County Watershed Protection
Jacobs, Larry	Texas State Soil & Water Conservation Board
Pepple, Karl	City of Houston
Tyler, Ella	Citizens Environmental Coalition
Whitworth, Mary Ellen	Bayou Preservation Association

APPENDIX B
ON-AIR STORIES

KPRC Going Green Stories-161 Stories

June-08

- 1-Jun-08 Going Green Helps You Protect the Environment
- 17-Jun-08 KPRC Local 2 Launches Going Green Initiative
- 17-Jun-08 Going Green Crucial For Environment
- 18-Jun-08 Conservation Alert-Extreme Heat Can Lead to Power Problems
- 18-Jun-08 Debate Over Drilling for Oil
- 23-Jun-08 Cloth Diapers Good for the Environment
- 25-Jun-08 HISD Trays May Soon Be Environmentally Friendly

July-08

- 1-Jul-08 City Adds Hybrids To Fleet
- 10-Jul-08 Mayor Asks Government To Get Tougher On Toxins
- 14-Jul-08 Green Team Spends Summer On Environment
- 16-Jul-09 Environmentally Friendly Minority Businesses at Trade Fair
- 17-Jul-08 Al Gore Challenging Nation to Go Green
- 17-Jul-08 Compact Light Bulbs Can Save Energy
- 18-Jul-08 Ways to Re-Use All Types of Paper
- 19-Jul-08 Going Green Beyond the Headlines
- 25-Jul-08 Pilot Project Leads To Cleaner Bayous
- 29-Jul-08 Supermarkets Going Green
- 30-Jul-08 Local Anheuser-Busch Brewery Goes Green
- 31-Jul-08 Helping Your Home Go Green

August-08

- 1-Aug-08 Number Gives Clue To Which Plastic Is Recyclable
- 6-Aug-08 Simple Ways to Go Green
- 7-Aug-08 Helping Your Employer Go Green
- 12-Aug-08 Coca-Cola Goes Green With Red Fleet
- 14-Aug-08 Billboards Removed to Improve Scenery
- 21-Aug-08 Eco Friendly Light Bulbs
- 22-Aug-08 Organic Clothing Sold At Farmer's Market
- 24-Aug-08 Inroads In Using Environmentally Beneficial Power
- 24-Aug-08 Rice University Using Rental Zip Cars
- 26-Aug-08 Environmentally Friendly Electric Motorcycle
- 28-Aug-08 Katy ISD Students Hosting Going Green Lunch
- 28-Aug-08 Recycled Paper Bricks Used To Build Texas Homes

September-08

Hurricane Ike Coverage

October-08

- 6-Oct-08 City Has Plan To Replace Trees Ike Destroyed
- 14-Oct-08 Getting Cows to Go Green
- 20-Oct-08 City to Install Solar Panels at George R. Brown
- 21-Oct-08 Students Help Replace Trees In Memorial Park
- 22-Oct-08 Washing Jet Engines Saves Fuel
- 31-Oct-08 99K Competition Will Provide Affordable, Environmentally Friendly House

November-08

- 03-Nov-08 Candidates Talk Going Green
- 06-Nov-08 Recycling Campaign Signs
- 08-Nov-08 Clean and Green Port of Houston Program
- 08-Nov-08 Houston Dynamo Planting Trees
- 11-Nov-08 Texas Based Mary Kay Going Green
- 11-Nov-08 Johnson Space Center's E-Waste Campaign
- 13-Nov-08 University of St Thomas Students to Erase Carbon Footprints
- 13-Nov-08 Get Hip to Habitat
- 14-Nov-08 University of St Thomas Beefing Up Environmental Studies degree
- 20-Nov-08 Your Home-The best and Most Important Place to Go Green
- 25-Nov-08 Used Cooking Oil Recycled Into Bio-Diesel Fuel, Wendy Corona Reports
- 28-Nov-08 LED Lights On Christmas Trees Good For Environment, Jerome Gray Reports

December-08

- 1-Dec-08 Save Energy using LED Lights to Decorate
- 2-Dec-08 Students Grow Marsh To Restore Galveston Bay
- 3-Dec-08 US Capital Goes Green with LED lights
- 3-Dec-08 Environmental groups warn against dumping TV sets
- 4-Dec-08 Water Improvements Save Taxpayer Money
- 5-Dec-08 Houston's Holiday Tree Goes Green with LED Lights
- 8-Dec-08 School Air Quality Concerns
- 9-Dec-08 How Should You Get Rid Of Old TVs?
- 11-Dec-08 Give Gift Of Green With Tree
- 11-Dec-08 Building Lights Cost Taxpayers Thousands
- 15-Dec-08 Sand Gathered To Restore Galveston's Beaches
- 17-Dec-08 Students Tune In To Environment
- 18-Dec-08 Woman Helps Environment While Helping Galveston
- 24-Dec-08 Outdoor Ice Skating Rink Goes Green
- 24-Dec-08 Trash into Treasure
- 29-Dec-08 Us Mint Going Green with Dollar Coins
- 31-Dec-08 Christmas Tree Recycling Saves City Money

January-09

- 4-Jan-09 Biofuel Powers Continental Flight
- 5-Jan-09 Baytown Makes Recycling Christmas Trees Easy
- 7-Jan-09 Sugarland Goes Green with Christmas Tree Curbside Pick Up
- 15-Jan-09 Care For Planet While Caring For Pet
- 16-Jan-09 City Asks For Volunteers To Plant Trees
- 21-Jan-09 Recycling Junk Mail into Art
- 21-Jan-09 UH Goes Green For Recycling Contest
- 21-Jan-09 Cleaner Air Extends Life Expectancy
- 23-Jan-09 Power Line-Friendly Trees Planted In Missouri City
- 24-Jan-09 Planting 12,500 trees on Clay Road
- 24-Jan-09 UH Campus Wide Recycling Effort
- 30-Jan-09 Use Green Methods For Fireplace
- 30-Jan-09 Windmills Help Homeowner Save Money

30-Jan-09 Groundbreaking Held For Memorial Park Bridge

February-09

2-Feb-09 Organization Sponsors Field Trips
3-Feb-09 Push Under Way To Create Jobs, Save Environment
9-Feb-09 City Of Houston Becomes Example Of Going Green
12-Feb-09 Going Green for Valentine's Day
13-Feb-09 Construction Project Uses Nature's Building Blocks
16-Feb-09 Family Goes Green With New Home
17-Feb-09 Mayor Receives 2008 HERO award
18-Feb-09 Ike Debris Used To Go Green
19-Feb-09 Sea Turtle Saturday
21-Feb-09 Houston Rockets Electronics Recycling Project
26-Feb-09 Zoo Helps Endangered Sea Turtles
27-Feb-09 Rodeo Has Big Recycling Plans
28-Feb-09 Going Green Interviews-Helen Drummond and Lisa Gonzalez

March-09

5-Mar-09 Firefighters Go Green To Protect Planet
6-Mar-09 The dedication of Buffalo Bayou
6-Mar-09 Neighbors in Meyerland don't mess around when it comes to recycling
9-Mar-09 Ozone Season Can Be Harmful To Health
11-Mar-09 Students Work Together In Memorial Park
17-Mar-09 Buffalo Bayou Offers Its Own Beauty
18-Mar-09 Trash Turned Into Art
25-Mar-09 Frank's Cam: Go Green At Home, Save Money
26-Mar-09 Trash Bash Cleans Up Waterways: Rachel McNeil Reports
27-Mar-09 Art Festival Goes Green: Bill Balleza reports.
30-Mar-09 UH Vehicle To Compete In Eco-Marathon

April-09

2-Apr-09 Brazos Bend State Park Celebrates 25 Years: Bill Balleza Reports
6-Apr-09 Astros Play Green For Environment
8-Apr-09 Rice Students Go Green For Transportation: Rachel McNeill Reports
10-Apr-09 Art Globes To Mark Earth Day
13-Apr-09 San Jacinto River Clean Up Expected Soon: Phil Archer reports
15-Apr-09 Go Green With Landscaping: Jennifer Reyna reports
16-Apr-09 Houston Zoo Celebrates Earth Day
17-Apr-09 Check Out Eco-Friendly Products
21-Apr-09 What Does Science Show About Climate Change? Dominique Sachse reports.
27-Apr-09 1,000,000 Trees Planted: Jennifer Reyna Reports

May 2009

1-May-09 Grocery Bags Used For Going Green Purses: Courtney Zavala Reports
4-May-09 Hospital Saves Money By Going Green
5-May-09 University of St. Thomas Wins Recycling Competition: Bill Balleza Reports
6-May-09 Blood Center Saves Lives and Environment: Rachel McNeill Reports
7-May-09 Go Green While Camping: Rachel McNeill Reports
12-May-09 M.D. Anderson Saves Lives, Environment: Jennifer Reyna Reports

- 13-May-09 Solar Panel Makes Impact At School: Rachel McNeil Reports
- 15-May-09 Hip To Habitat Makes Progress: Jennifer Reyna Reports
- 18-May-09 Gardeners Think Pink To Help Cancer Cause: Rachel McNeill Reports
- 20-May-09 Blood Center's New Building Is Greener: Jennifer Reyna Reports
- 22-May-09 Go Green With Reusable Bags: Dominique Sachse Reports
- 27-May-09 Houston Hotel Honored For Going Green: Jennifer Reyna Reports
- 29-May-09 Repower Texas Searches For Cleaner Energy: Jennifer Reyna Reports

June 2009

- 4-Jun-09 Schools Learn To Recycle Glue: Courtney Gilmore Reports
- 5-Jun-09 Volunteers Create Hike, Bike Trails: Mariza Reyes reports.
- 11-Jun-09 Recycle Your Old TV: Mary Benton Reports
- 12-Jun-09 Teacher Uses \$10,000 For Energy Education: Jennifer Reyna Reports
- 15-Jun-09 Devry Students Exercise To Help Environment: Courtney Gilmore Reports
- 17-Jun-09 Contest Creates Budget-Friendly, Eco-Friendly Houses: Bill Balleza Reports
- 1-May-09 Third Ward Rebuilds To Help Environment: Courtney Gilmore Reports
- 22-Jun-09 New Asphalt Paves Greener Path: Jennifer Reyna Reports
- 24-Jun-09 Company Plants Trees On Day Off: Rachel McNeill reports

July 2009

- 1-Jul-09 Science Theater Helps Children Learn: Courtney Gilmore Reports
- 6-Jul-09 Houstonians Battle Toxins At Home: Courtney Gilmore Reports
- 7-Jul-09 Big Green Bus Runs On Veggie Oil: Jennifer Reyna Reports
- 9-Jul-09 Effort Under Way To Save Sea Turtles: Carl Willis Reports
- 14-Jul-09 Mayor Honored For Going Green: Courtney Gilmore reports.
- 16-Jul-09 City Goes Green With Reuse Warehouse: Jennifer Reyna reports.
- 20-Jul-09 See Someone Litter? Report It: Lisa Baldwin reports.
- 24-Jul-09 Products for Babies Go Green: Dominique Sachse reports.
- 29-Jul-09 Bus Tour Focuses On Clean Air: Courtney Gilmore reports.
- 31-Jul-09 Solar Panels Installed On Convention Center : Jennifer Reyna reports

August 2009

- 3-Aug-09 Go Green With Gardening, Landscaping: Courtney Gilmore reports.
- 4-Aug-09 Schools Use Summer To Go Green: Jennifer Reyna reports.
- 5-Aug-09 Hilton Focuses On Biodiesel: Jennifer Reyna reports.
- 6-Aug-09 Summer Camp Teaches Nature To Kids: Rachel McNeill reports.
- 13-Aug-09 High School Students Help Environment: Courtney Gilmore reports.
- 14-Aug-09 Group Helps Elderly With Energy Efficient Homes: Jennifer Reyna reports.
- 19-Aug-09 'Ruggles Green' Helps Environment: Jennifer Reyna reports.
- 20-Aug-09 Car Wash Goes Green: Courtney Gilmore reports.
- 21-Aug-09 Ike Damage, Drought Threatens City's Greenery : Jennifer Reyna reports
- 24-Aug-09 Solar Tinting Lowers Bills: Courtney Gilmore reports.
- 25-Aug-09 Art Exhibit Teaches Saving The Planet
- 26-Aug-09 Local Business Recycles Computers: Jennifer Reyna reports.
- 31-Aug-09 Galveston's Recycling Center Reopens: Courtney Gilmore reports.

September 2009

- 28-Sep-09 Student Teaches Recycling Blinds: Jerome Gray reports.

APPENDIX C

H-GAC BANNER ADS PLACED ONGOING GREEN WEBSITE POST ENVIROCAST®PROJECT

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LIVE CHAT NOW: Breast Cancer Awareness

Top Stories



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Jamaica has hired a Florida company to build two plants that will convert garbage into energy and help save the government \$60 million a year in fuel imports. [More](#)

- Which Organic Foods Are Worth The Switch?
- New York, Shanghai Watch Rising Sea Levels
- Charity Recycles Hotel Soap, Helps Uganda
- Tokyo Film Festival Opens With 'Green' Carpet
- Jamaica To Convert Garbage Into Energy
- Florida May Ban Paper, Plastic Bags
- Feds Offer \$1,500 For Home Repairs
- 2,000 Jellyfish Hit South Shore; 174 Stung
- Winter Forecast: Warmer West, North; Cooler South
- Senator: Global Warming Bill Possible Soon

Severe Weather

Affected Counties

Local Going Green Stories

- Recycle Program Gives Green
- Student Teaches Recycling Blinds
- Company Shows Off Gold Rating
- Woman Makes Business Environmentally Friendly
- Galveston's Recycling Center Reopens
- Local Business Recycles Computers
- Art Exhibit Teaches Saving The Planet
- Solar Tinting Lowers Bills
- Ike Damage, Drought Threatens City's Greenery
- Car Wash Goes Green

Test Your Knowledge

Ozone forms a protective layer in the earth's upper atmosphere. What does ozone protect us from?

- ☐ Acid rain
- ☐ Global warming
- ☐ Sudden changes in temperature
- ☐ Harmful, cancer-causing sunlight
- ☐ I don't know

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The Cost Of Rolling Credit Card
Debt Into Mortgage Refinancing

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Which 20 Cars Are Sold Most
America?

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Divorced, But Married in Real
Estate

Interactives

Feds Offer \$1,500 For Home Repairs



The federal government is offering up to \$1,500 tax credits to homeowners who make energy-saving home improvements before the end of 2010. Click around this house to find out more. [More](#)

Seal Energy Leaks



Check out infrared photos of energy leaks in a typical home -- and then find out how you can save money on your energy bills. [More](#)

Your National Park Photos



Take a look at viewer-submitted images from national parks. [More](#)

Green Features

Natural Products Make Cleansing Spiritual



Cleopatra, one of the world's great beauties, didn't use synthetic chemicals on her skin. Learn some of her secrets. [More](#)

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- Green Your Grill To Improve Your Health
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- How You Drive Can Make Your Car Greener
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