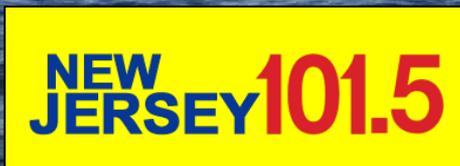


Communicating Smog and Air Quality Issues

A Broadcast Meteorologist's Perspective

Dan Zarrow
Chief Meteorologist



Why Smog Matters: Understanding the Link between Weather and Ozone Formation

Rundown

- Behind the Scenes of Broadcast Meteorology
- Sample Air Quality Forecasts
- Challenges
- Solutions & Opportunities

The Art of Broadcast Meteorology



- “Tell the never-ending story of the weather.”
- TV: 1 to 3 minutes
- Radio: 30 to 60 seconds
- Generally, more time for severe/winter weather events.

Station Scientist



A broadcast meteorologist is the only scientist to which most Americans are exposed every day.

Beyond the 5-Day Forecast



- Severe Weather Forecast
- Pollen/Allergy Meter
- Fire Danger Outlook
- Climate or Climatology
- Significant National and International Weather
- AIR QUALITY FORECAST

An aerial photograph of a multi-lane highway. The left side of the road shows several lanes with cars moving away from the viewer. The right side shows a dense traffic jam with cars packed closely together. The sky is overcast and hazy. Overlaid on the center of the image is a blue text box containing the title.

Sample On-Air Air Quality Forecasts

Reaching Out

The screenshot shows the top portion of a Facebook group page. The group name is 'Broadcast Meteorologists - Weathercasters'. The user 'Dan Zarrow' is logged in, and the page shows a search bar, navigation icons, and a profile picture of Dan Zarrow. The main content area displays a large image of Earth from space. Below the image are buttons for 'Joined', 'Add People', 'Notifications', and a three-dot menu. At the bottom of the image area are tabs for 'Broadcast Meteorologists - Weathercasters', 'Members', 'Events', 'Photos', and a search bar labeled 'File Search this group'.



Dan Zarrow

March 23 at 9:29am

So I've been invited to give a webinar on the exciting topic of SMOG!
Air quality, ozone, and smog are not exactly my area of expertise... Since I'm specifically representing the broadcast sector, I'd like to show examples of how air quality information can be presented on-air. Does anyone have any graphics, stories, or ideas you can share, that I could incorporate into my talk?

Thanks so much!

Like · Comment

0 replies...

Air Quality Alert

NWS Forecast Office Philadelphia/Mount Holly

Philadelphia/Mount Holly, PA/NJ

Weather Forecast Office

Weather.gov > Philadelphia/Mount Holly, PA/NJ

[Current Hazards](#) [Current Conditions](#) [Radar](#) [Forecasts](#) [Rivers and Lakes](#) [Climate and Past Weather](#) [Local Programs](#)

Click on the map below to zoom in.



Last Map Update: Mon, Apr. 7, 2014 at 6:00:26 pm EDT



Air Quality Alert Communications

- Risk Level
- Impacts
- Science

The Basics

 AIR QUALITY **STORM TEAM 4**

MODERATE

MAIN POLLUTANT:
PARTICLES

The Basics



Risk Level



STORM
TRACKER

MONDAY AIR QUALITY
NEIGHBORHOOD WEATHER


GEORGIA
CHEVY
DEALERS
Best

Risk Level

METRO AIR QUALITY

**on your side
WEATHER**

COURTESY: AIRNow EPA.GOV

CURRENT
SUN SEP 22

FORECAST
SUN SEP 22

HAZARDOUS

UNHEALTHY

UNHEALTHY FOR
SENSITIVE GROUPS

MODERATE

GOOD

OZONE: 44
PARTICLES 23

OZONE: 50
PARTICLES 27

Risk Level

Air Quality



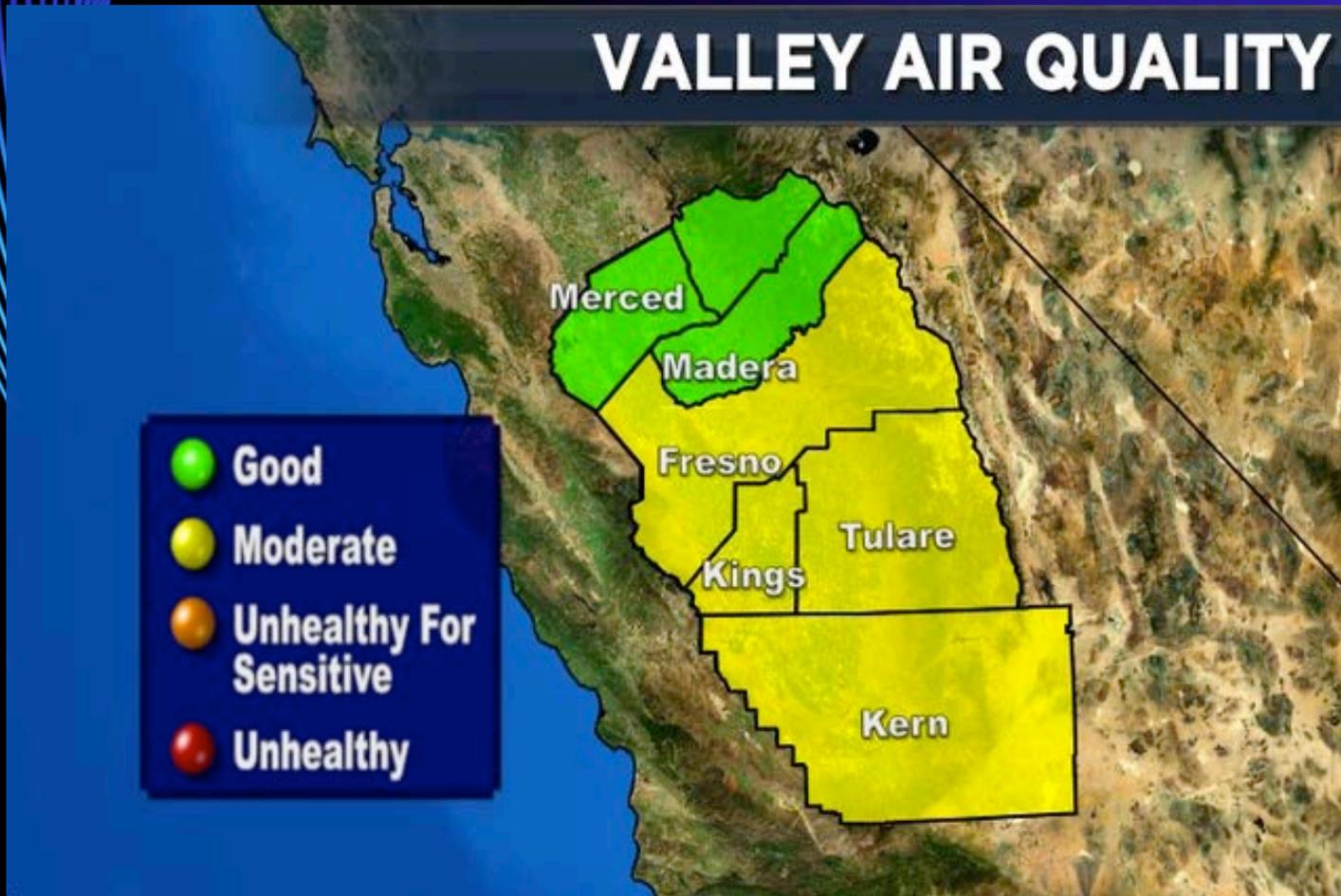
ACCUWEATHER

MERCED	GOOD	43
MADERA	GOOD	44
FRESNO	MODERATE	53
KINGS	MODERATE	55
TULARE	MODERATE	55

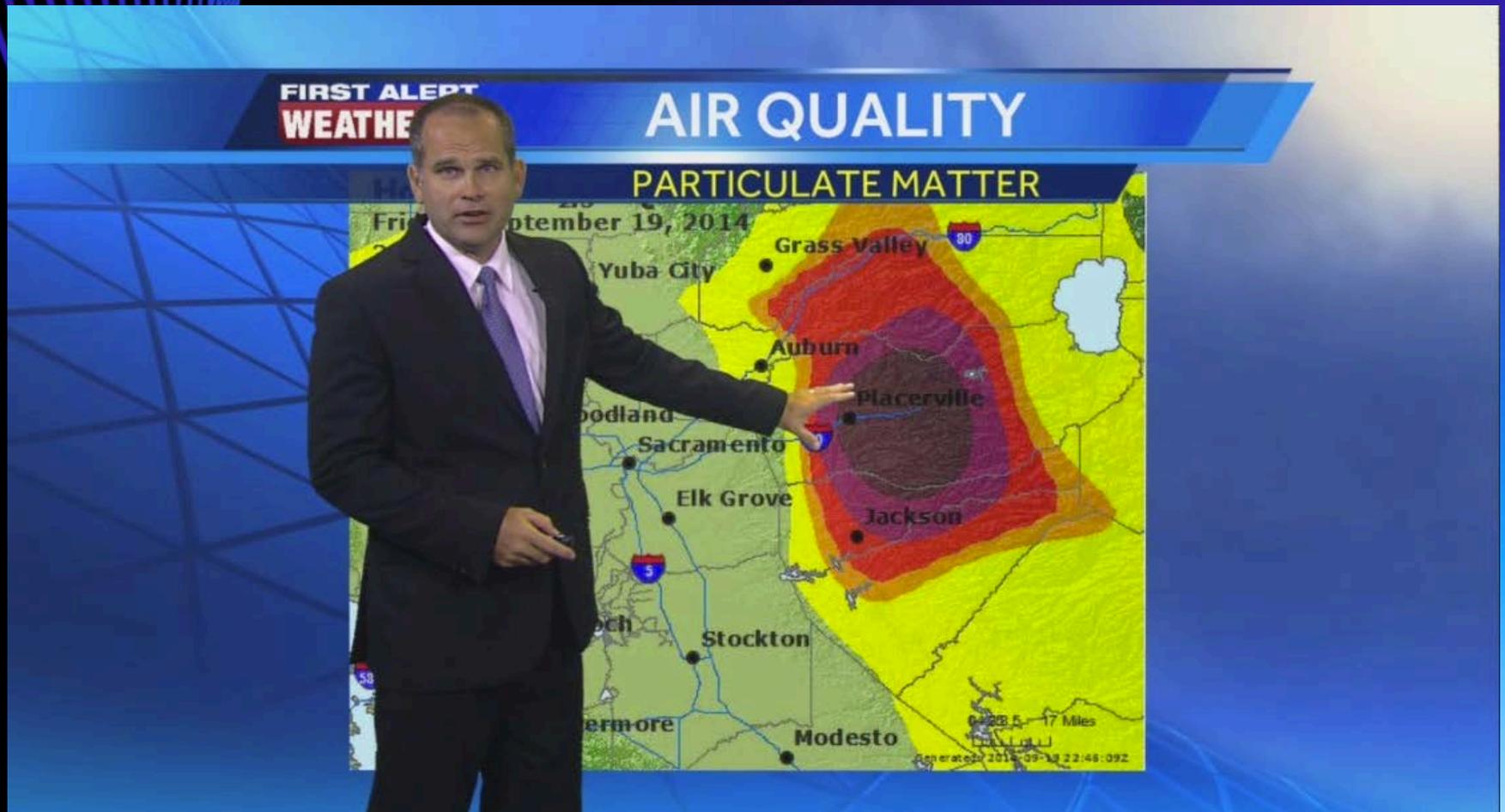


FRESNO · VISALIA · HANFORD

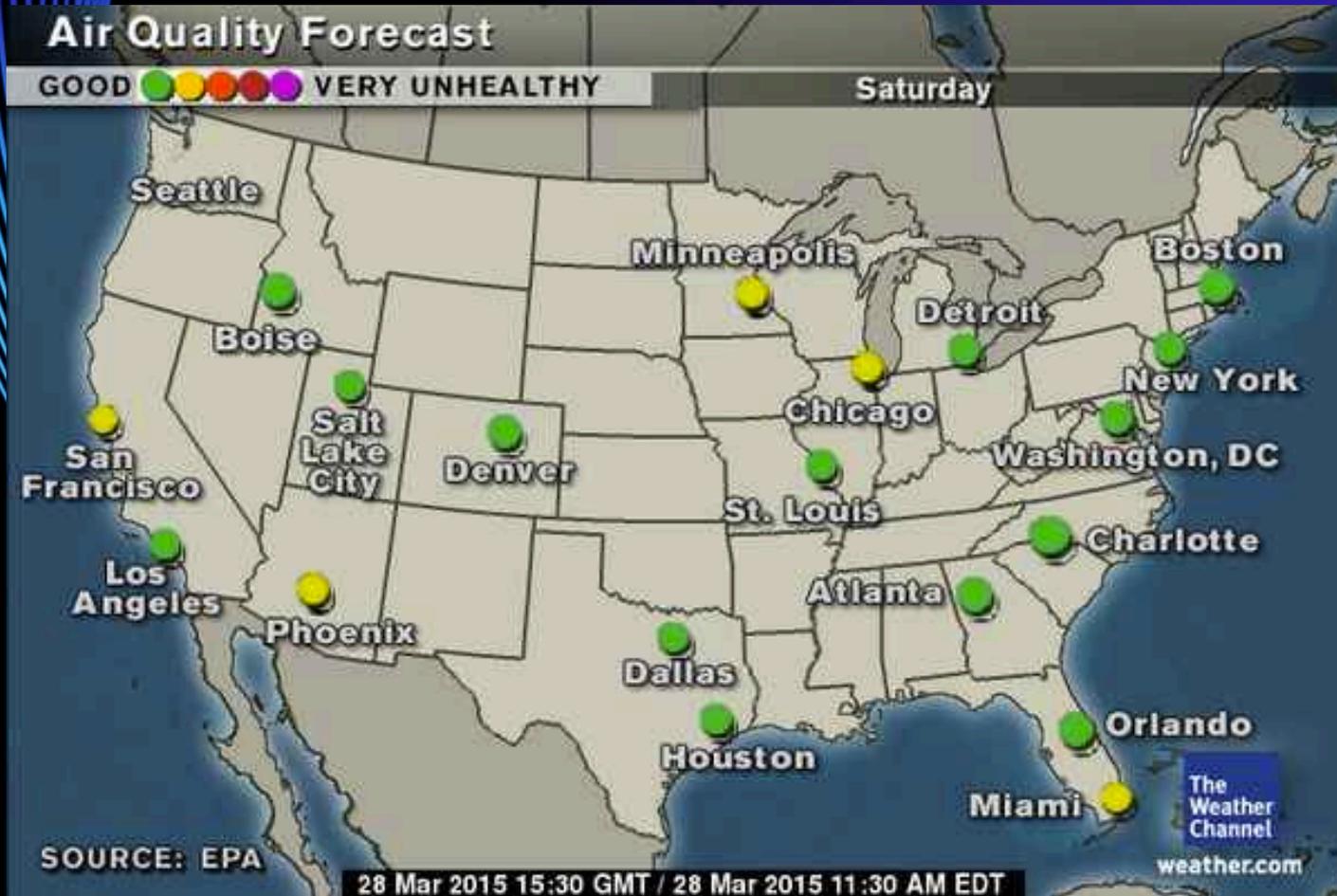
Risk Level



Risk Level



Risk Level



Risk Level & Impacts

WEATHER ADVISORY

AIR QUALITY ALERT Sat 11:43 AM

CODE ORANGE

Unhealthy Air for Sensitive Groups

This includes the very young, the elderly and anyone with existing respiratory problems



Impacts

13 Air Quality Alert

GREEN, ROCK, WALWORTH, AND MCHENRY CO.

**AVOID OUTDOOR EXERTION, PARTICULARLY THOSE
WITH RESPIRATORY PROBLEMS.**

**BE GREEN: REDUCE DRIVING WHEN POSSIBLE
AVOID BURNING
MINIMIZE ENGINE IDLING
POSTPONE USING SMALL GAS/
DIESEL POWERED EQUIPMENT
PRACTICE ENERGY CONSERVATION**

www.airnow.gov

Impacts

WHAT YOU NEED TO KNOW:
AIR QUALITY ALERT

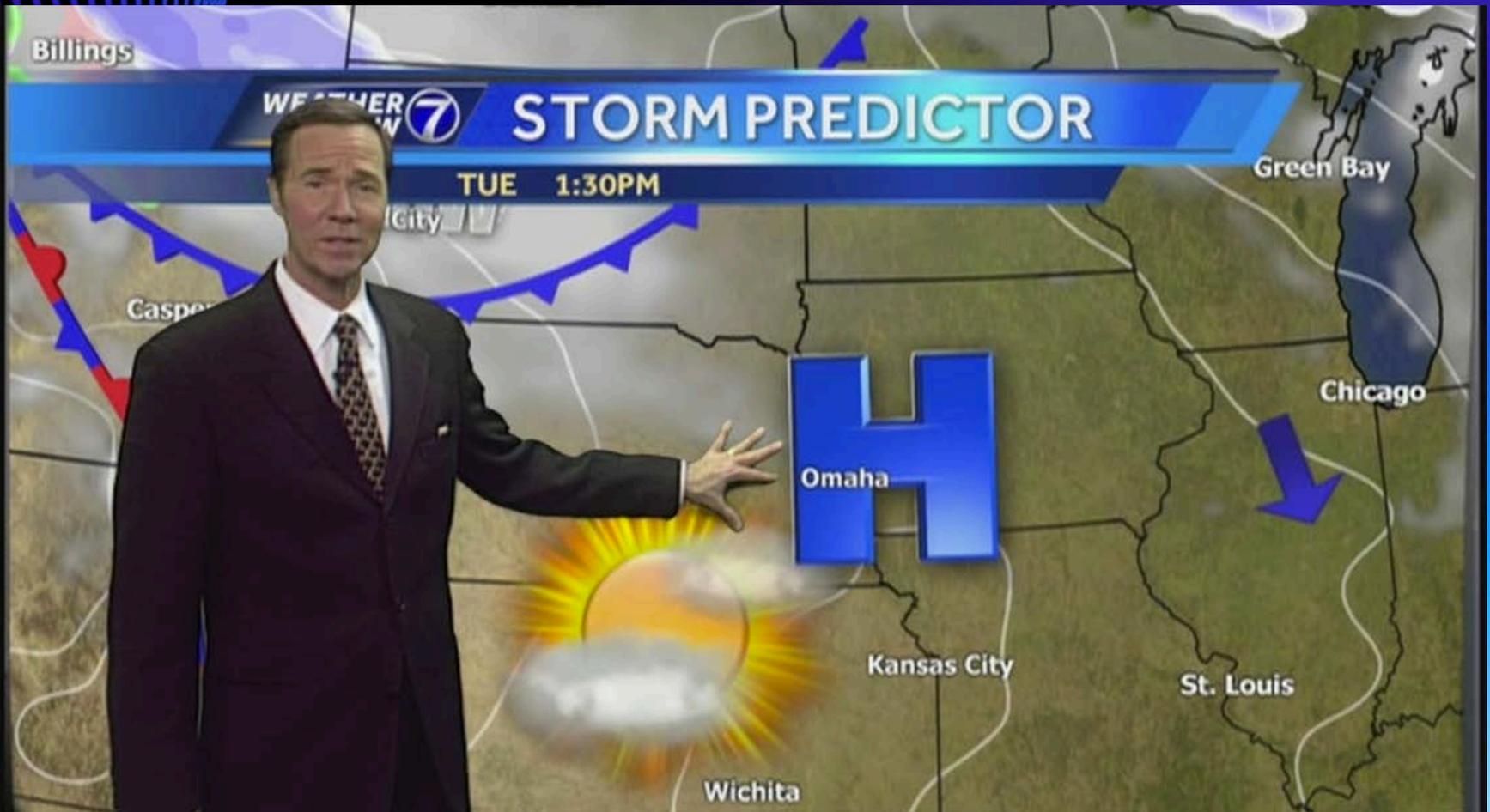


- REDUCE AIR POLLUTION
- COMBINE ERRANDS
- PUT OFF YARD WORK

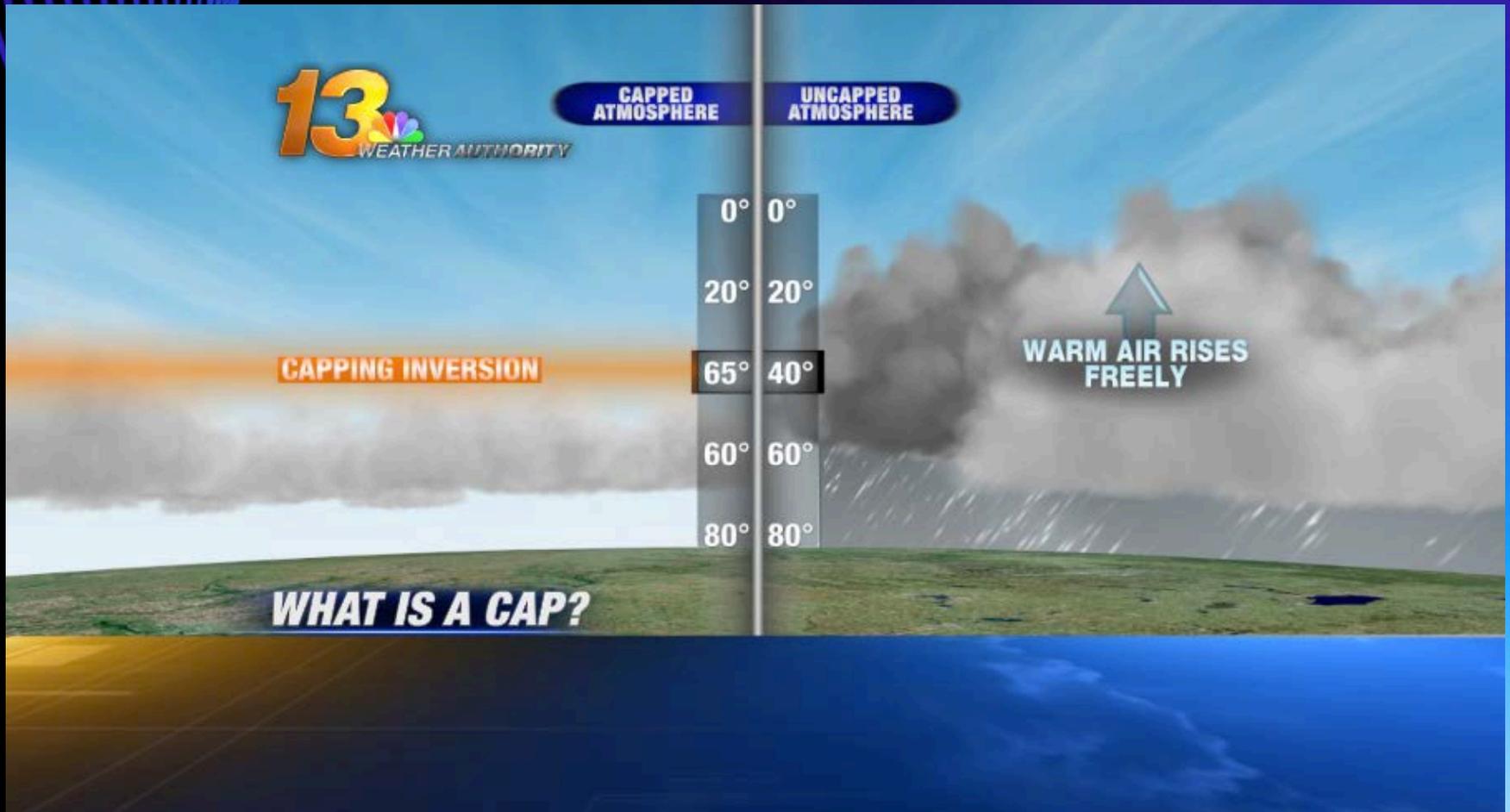
WSMV NASHVILLE // WSMV.COM



Science



Science





Why Don't Broadcast Meteorologists Give More Attention to Air Quality?

Challenges to Air Quality Communications

- Time
- Resources
- Geography
- Public Understanding
- Meteorology Knowledge

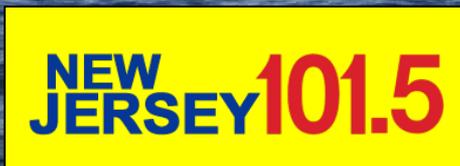
Opportunities, Solutions, and Suggestions

- Focus on Headlines
- Focus on Impacts and Action Steps
- Push Extras to Digital

Communicating Smog and Air Quality Issues

A Broadcast Meteorologist's Perspective

Dan Zarrow
Chief Meteorologist



Why Smog Matters: Understanding the Link between Weather and Ozone Formation