

KOLO-TV and North Lake Bonanza Feature Weekly Information on Lake Tahoe Environment

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The Lake Tahoe Environmental Education Coalition (LTEEC) has teamed up with KOLO-TV News Channel 8 to present a new weekly news segment, "The Lake Tahoe Report," that will explore environmental issues at Lake Tahoe. Four local newspapers will join in this effort, bringing you information on the subject each week. The KOLO-TV segments, hosted by environmental reporter Shelly Purdy, will air at 5 p.m. on Tuesdays, beginning Feb. 4, 2003.

University of Nevada Cooperative Extension, in coordination with UC Davis, USDA Forest Service, and other member agencies of LTEEC, has been working to put together information about what residents and visitors can do help protect the Lake. Each television news segment and newspaper article will focus on a particular piece of Tahoe's environmental puzzle. Basic explanations of watershed hydrology, water quality parameters, ecosystem management, and ways to reduce pollution will be featured through interviews with Tahoe experts, graphic illustrations and other visual aids. Information about Tahoe's all-important Environmental Improvement Program will be included, with a focus on the collaborative efforts of many partners to control erosion in the Tahoe Basin.

Heather Segale, LTEEC environmental education coordinator, of University of California and University of Nevada Cooperative Extension, has headed up the efforts for the series, and Segale

and John Cobourn, water resource specialist, also of Nevada Cooperative Extension, have provided valuable research for the project. They have gathered input from Tahoe Basin scientists, other agencies in the field, and the LTEEC Steering Committee. Segale and Cobourn will be writing the weekly newspaper articles with input from scientists and local agency staff.

While the focus of this environmental education series will be the Lake Tahoe Basin, concepts pertaining to Lake Tahoe can be applied to neighboring watersheds. The goal is not only to increase the public's understanding about how to protect Lake Tahoe, but also to share information about how these issues are relevant to western Nevada in general. Increasing "grass roots" environmental literacy could lead to improved environmental protection throughout the region.

Many residents may not realize that Lake Tahoe serves as a main source of drinking water for the Tahoe Basin and beyond. The lake also contributes tourism revenue to local communities and the region.

Watch for articles in the Tahoe Daily Tribune each Wednesday, the Tahoe World each Thursday, and the North Lake Bonanza each Friday, and tune in to KOLO-TV News Channel 8 Tuesdays at 5 p.m. to learn more.



Lake Tahoe Environmental Education Coalition

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Watch for "The Lake Tahoe Report" each week and tune in to KOLO-TV News Channel 8 Tuesdays at 5 p.m. "The Lake Tahoe Report" is a collaborative effort of the Lake Tahoe Environmental Education Coalition, University of Nevada Cooperative Extension, UC Davis and the USDA Forest Service. For more information, contact Heather Segale, University of Nevada Cooperative Extension, (775) 832-4138, or logon to www.lteec.org.