

LTEEC Partners With KOLO-TV to Bring "The Lake Tahoe Report"

The Lake Tahoe Environmental Education Coalition (LTEEC) has teamed up with KOLO-TV News Channel 8 to present a weekly series titled "*The Lake Tahoe Report*," that explores environmental issues at Lake Tahoe.

Heather Segale, environmental education coordinator for LTEEC, has forged an agreement with Reno's ABC affiliate station to present televised 90-second environmental news segments every week. These segments, hosted by environmental reporter Shelly Purdy, began airing Tuesday, Feb. 4, 2003, and air twice each week during the 5 p.m. news broadcast on Tuesday evenings and during the 6 a.m. news broadcast on Wednesday mornings.

University of Nevada Cooperative Extension, in coordination with UC Davis, USDA Forest Service, and other member agencies of LTEEC works to put together information about what residents and visitors can do help protect the Lake. Each news segment focuses on a particular piece of Tahoe's environmental puzzle. Basic explanations of watershed hydrology, water quality parameters, ecosystem management, and ways to reduce pollution are featured through on-site shooting, interviews with Tahoe experts, graphic illustrations and other visual aids. LTEEC gathers input on content and relevant scientific research from Tahoe Basin scientists, public information officers and from the LTEEC Steering Committee.

As part of the weekly media campaign, articles providing more in-depth information about each week's topic are published in the four local Tahoe newspapers:

- ◆ Tahoe Daily Tribune each Wednesday
- ◆ Tahoe World each Thursday
- ◆ North Lake Bonanza each Friday
- ◆ Tahoe Truckee This Week each week

Funding for The Lake Tahoe Report media campaign has been provided by the University of Nevada Cooperative Extension, KOLO-TV News Channel 8, USDA Forest Service, U.S. Environmental Protection Agency, Incline Village General Improvement District Waste Not, and the Sierra Club.



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Lake Tahoe Environmental Education Coalition

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"The Lake Tahoe Report" Segments Aired To Date

- ◆ Introduction to Weekly Lake Tahoe Report Segments
- ◆ Your Watershed
- ◆ Watershed and Water Clarity at Lake Tahoe
- ◆ What We Are Doing to Save the Lake
- ◆ Winter Snow Removal
- ◆ Reducing Air Pollution
- ◆ Working Together
- ◆ Major Types of Pollution
- ◆ Non-Point Source Pollution
- ◆ Tahoe's Natural History
- ◆ Student Projects for Earth Day
- ◆ Collaboration in the Basin
- ◆ Snapshot Day
- ◆ Near Shore Water Quality
- ◆ Algae
- ◆ Building Season Begins
- ◆ Old Growth Trees
- ◆ Urban Stormwater Runoff & Infiltration
- ◆ Recreation & Trail Use
- ◆ Tahoe Baikal Institute
- ◆ Using Fertilizer Correctly
- ◆ Eroded Soil/Soil Conservation
- ◆ Best Management Practices (BMPs)
- ◆ Native & Adapted Plants
- ◆ Water Conservation
- ◆ Recycling
- ◆ Drinking Water & Your Health
- ◆ USFS EIP Projects/Overview
- ◆ Fuels Management & Fire Prevention
- ◆ Lake Tahoe Basin Restoration Forum
- ◆ Invasive Weeds
- ◆ California Tahoe Conservancy Projects
- ◆ Tahoe Forest Stewardship Day
- ◆ Wetland and Stream Restoration
- ◆ Place-Based Learning
- ◆ Coordinated Public Transportation System
- ◆ Tahoe Environmental Research Center
- ◆ Prescribed Burning: Balancing Fire and Smoke
- ◆ Tahoe City Commons Beach Project
- ◆ Blackwood Canyon Restoration
- ◆ Tahoe Yellow Cress
- ◆ Preparing for Snow
- ◆ Eagle Falls EIP Project
- ◆ Tahoe's Bears Prepare to Hibernate
- ◆ Giardia and Cryptosporidium
- ◆ Reducing Ski Area Erosion
- ◆ Cave Rock Estates BMPs
- ◆ Total Maximum Daily Load (TMDL)
- ◆ NDOT/Caltrans Winter Snow Removal Practices
- ◆ Tahoe Integrated Information Management System (TIIMS)
- ◆ Snowmobile Impacts
- ◆ Winter Wildlife
- ◆ Pine Marten and Wildlife Survey
- ◆ Cross Country Skiing
- ◆ 1-Year Anniversary
- ◆ Great Basin Outdoor School
- ◆ Air Quality & Meteorological Studies
- ◆ Transportation Solutions
- ◆ Fire Safe Councils
- ◆ Best Management Practices Workshop for Contractors
- ◆ New Executive Director at TRPA
- ◆ Pathway 2007 and the Regional Plan Updates



Lake Tahoe Environmental Education Coalition

Watch for "The Lake Tahoe Report" each week and tune in to KOLO-TV News Channel 8 Tuesdays at 5 p.m. and Wednesdays at 6 a.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.