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Earth Gauge Now Available in Spanish

Calibrando La Tierra launches in major Spanish-language media markets

WASHINGTON, D.C.— Millions of Americans learn critical environmental information from people they trust – broadcast meteorologists – through the National Environmental Education Foundation’s Earth Gauge program.

Through a new initiative, *Calibrando La Tierra* (or Earth Gauge), the program now offers the same practical, science-based information for Spanish-language viewers through translated tips.

Earth Gauge, a free environmental information service, is already available in more than 120 media markets around the country, including 17 of the nation’s 20 largest metropolitan areas. With the addition of Earth Gauge in Spanish, the program will reach millions more through partnerships with meteorologists in New York City, Puerto Rico, Miami and other urban areas.

The unique Earth Gauge program links environmental information to the three-day weather forecast, providing broadcast meteorologists with quick, science-based tips and actions for their viewers. Practical information about fertilizer run off, mosquitoes, sun damage, wildfire threats and a host of other topics are relayed by a trusted source, television meteorologists.

“This is an exciting opportunity to reach a new audience through *Calibrando La Tierra*,” said Sara Espinoza, program director for Earth Gauge. “The tips focus on water quality, saving energy at home and protecting local wildlife. These messages are especially important in large urban areas, where many Spanish-speaking U.S. residents live and where individuals and families may be disproportionately exposed to poor environmental conditions.”

Spanish-language television stations are primarily located in large urban markets and reach millions of viewers. Research from Yale University and George Mason University indicates that 66 percent of Americans trust broadcast meteorologists to provide information about environmental issues and climate change. Among Hispanics, that number rises to 72 percent.

The *Calibrando La Tierra* project is made possible by TogetherGreen, a conservation alliance of Audubon and Toyota. Espinoza was selected as a TogetherGreen Fellow and chose to expand EarthGauge’s successful program into Spanish. She received a \$10,000 award toward a community-focused project to engage the public in conserving land, water and energy and contributing to greater environmental health.

For examples of *Calibrando La Tierra* environmental tips, visit:

<http://www.earthgauge.net/category/calibrando-la-tierra>

For more information on Earth Gauge, please visit www.earthgauge.net.

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Earth Gauge provides environmental and climate knowledge to broadcast meteorologists in order to increase the public's knowledge to make environmentally informed decisions. Visit www.earthgauge.net to learn more.

The **National Environmental Education Foundation** (NEEF) provides knowledge to trusted professionals who, with their credibility, amplify messages to national audiences to solve everyday environmental problems. Together, we generate lasting positive change. To learn more, call (202) 833-2933 or visit www.neefusa.org.