



DATE: Thursday, 11 July, 2002

**TO**

**BILL MARTIN, CHIEF METEOROLOGIST**

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**TRANSMITTAL**

**Dear Mr. Martin:**

I am writing today to introduce myself and make a broadcast suggestion which, I hope you will agree, is of great importance. I want to discuss a programming idea that could not only benefit the environment, but will also increase your segment's ratings.

Given your background in meteorology, I suspect you have a great respect for the earth and an inherent view of the big picture. Your job consists of showing a big picture to people every day. I am writing today to ask you to show them an even larger picture, a picture of our future.

I am an architect who specializes in environmentally-friendly buildings. I invest a great deal of my time into education to students and fellow architects regarding the environment and what we can all do to save the world. Through lectures, classes, articles and research, I have been showing people the bigger and more important picture of their Earth as a fragile and delicate system.

In my research, I have observed many people lack the vision of the big picture. As such, most are unaware of what is going on around the rest of the planet. In our weather reports, we only report on the relatively small area of our local region. Imagine if a part of the weather report consisted of the "Global Warming Report" and showed people the real big picture of what is going on above our Earth.

I would like you to consider broadcasting a Global Warming Report as part of your regular segment. This will not just be good for awareness, but also for your ratings, prestige, and appeal. You can be known as an innovator in meteorology and television. Your broadcast could set a model for stations around the country.

Global warming isn't something people think about each day, nor do they see how it directly affects them. Your report could provide your viewers with tangible evidence about global warming and will have more incentive to do something about it.

Here is how the report could work. You would show a global satellite image of the world. In order to maximize the effect of the report, each report should go from the broad view to a specific one:

*Today's Global Warming Report shows a large hole in the ozone layer above Antarctica. Focusing on Alaska, we can see increased temperatures and a record high in Fairbanks. Houses built on the permafrost are starting to sink, finding the frost no longer permanent. Seventeen percent of our oil comes from Alaska, but for tomorrow, lets take the bus instead of driving. It will help those people in Alaska losing their homes to global warming.*

You are fortunate in that you are in a position to affect great change to a wide audience of people. By adding a Global Warming Report to your segment, you will be distinguished from your peers and seen as an individual who cares about our world. I cannot stress to you how important this one item could be in raising our overall awareness.

I will be contacting you next week to discuss this idea and see if it is of interest. Thank you for your time and I look forward to talking with you soon.

Yours Etc.,



**GLOBAL WARMING FACT SHEET**

SOURCE: *Worldwatch Institute*

**GLOBAL WARMING SITES**

- [www.worldwatch.org](http://www.worldwatch.org)
- [www.ecobridge.org](http://www.ecobridge.org)
- [www.greenhousenet.org](http://www.greenhousenet.org)

**LOSSES**

- In the last 100 years, we have:
  - Lost 50% of the world's wetlands
  - Cleared 50% of the world's forest
  - Depleted 70% of the world's major marine fisheries
  - Put nearly 60% of coral reefs at risk
- In the space of one generation, from 1970 to 1995, the world has lost 30% of its natural wealth of forests, wildlife and marine species.

**WATER**

- A full size deciduous tree evaporates 100 gallons of water per day. That is a cooling effect of 4 tons of air conditioning.

**OIL**

- Oil now consumed in 6 weeks would have lasted 1 year in 1950
- Increasing materials recycling in the US to at least 60% could save the equivalent of 315 million barrels of oil per year.
- 20% of the world population consumes 60% of the world's energy
- The U.S. constitutes about 4% of world population but uses 26% of world oil supply, more than any other country.
- The U.S. constitutes about 4% of world population but produces 24% of global carbon emissions.
- Total U.S. carbon emissions are 13 percent higher than they were in 1990.

**EARTH**

- The Amazonian Rain Forest is being destroyed at twice the rate as previously estimated. At this rate, the world's rain forests will all be gone by 2050, and most of us will be alive to see it.
- Soils are being depleted at rate 400 times greater than the ability to renew themselves.

**FOOD**

- Largest grain producer: China, 353 million tons
- Largest producer of milk: India, 79 million tons
- Largest coffee producer: Brazil, 1.8 million tons