

Conservation Crusader Campaign



The Conservation Crusader campaign is collaboration among the Western Reserve RC&D, WKYC TV/Cleveland and the Soil and Water Conservation Districts of Northeast Ohio to help inform and educate the general public on how their daily lifestyle and habit choices can influence the quality of the natural resources where they live and work. The campaign's 3 tiered approach leverages the credibility of trusted weather personalities to engage and distribute science-based concepts along with useful tips on what individuals can do to enhance and protect the environment. Monthly videos created by a local content partner group are produced by WKYC using weather personalities and hosted under the "Environment Stories" tab on the station's weather webpage and are complemented by a supplemental article and graphics on the same page, by twice monthly 4-minute live spots on the station's "Live on Lakeside" program (formerly known as Good Company), and by a heavily rotated click through ad on the Cleveland Yahoo weather web page. The campaign's Conservation Crusader Facebook page was created to archive the monthly and Live on Lakeside video links as well provide a place for an exchange of ideas on natural resource topics. The project is funded with grants from the James P. Storer and Kent H. Smith foundations

Live on Lakeside (Good Company) segments

Darrin Lautenschleger: Watersheds 10/25/12

<http://www.wkyc.com/video/default.aspx?bctid=1924606940001>

Darrin Lautenschleger, Public Affairs Administrator, Muskingum Watershed Conservancy District, tells us about watersheds and their importance in water conservation and flood prevention.

Beth Knorr & Denny Stoiber: Soil to Spoon 10/18/12

<http://www.wkyc.com/video/default.aspx?bctid=1910303750001>

Beth Knorr from Countryside Conservancy and Denny Stoiber from Summit Soil and Water Conservation District are here to show us just how easy it is to put buying local rages from Cleveland into practice.

Michael Marozzi and Joe Walsh Cobb: ODNR 10/11/12

<http://www.wkyc.com/video/default.aspx?bctid=1894634295001>

Joe Walsh Cobb and Michael Marozzi show us how they are educating students about the importance of preserving water and our environment.

Gail Prunty & Lynn Vogel: Make the Most with Compost 9/14/12

<http://www.wkyc.com/video/default.aspx?bctid=1841016845001>

Gail Prunty, an Education Specialist for the Geauga Soil and Water Conservation District and Lynn Vogel, a Storm Water Educator for the Portage soil and Water Conservation District are here to explain what composting is and how it works.

Jordan Lubetkin & Kristy Meyer: Great Lakes Restoration Conference 8/23/12

<http://www.wkyc.com/video/default.aspx?bctid=1801111193001>

Communications Director of Healing Our Waters, Jordan Lubetkin, and Kristy Meyer, Director of Agriculture and Clean Water Programs for the Ohio Environment Council, are here to tell us about the upcoming Great Lakes Restoration Conference.

Gail Prunty & Joe Reitz: Nothing but Rain Down the Drain 8/16/12

http://www.wkyc.com/life/programming/Live_on_Lakeside/article/256358/442/Gail-Prunty--Joe-Reitz-Nothing-but-Rain-Down-the-Drain-81612

Crystal Dymond: Watersheds and Storm Water Management 7/20/12

<http://www.wkyc.com/video/default.aspx?bctid=1745378663001>

Storm Water Program Coordinator, Crystal Dymond, shares with us some answers about where all the rain water goes from heavy downpours.

Jan Rybka & Harvey Webster: Cuyahoga River Birding Sites 7/12/12

http://www.wkyc.com/life/programming/Good_Company/article/251965/267/Jan-Rybka--Harvey-Webster-Cuyahoga-River-Birding-Sites-71212

Amy Roskilly and Jared Bartley: Importance of Rain Barrels 6/28/12

http://www.wkyc.com/life/programming/Good_Company/article/250218/267/Amy-Roskilly-and-Jared-Bartley-Importance-of-Rain-Barrels-62812

Fred Cash & Dr. Brian Birrenkott: Conserving your Backyard 6/14/12

<http://www.wkyc.com/video/1689738497001/1/Fred-Cash--Dr-Brian-Birrenkott-Conserving-your-Backyard-6>

Fred Cash, VP of the Cuyahoga Soil and Water Conservation District, and Dr. Brian Birrenkott, Lawn and Garden Expert of Scotts Miracle-Gro, tell us the proper ways to care for our yard and our environment.

WKYC Weather page – monthly videos/messages

NOVEMBER 2012: Winter Storm Water Pollution Solutions

WKYC Spokesperson: Bruce Kalinowski

<http://www.wkyc.com/video/default.aspx?bctid=1948901978001>

SEPTEMBER 2012: Explore the outdoors

WKYC Spokesperson: Marcus Walker

<http://www.wkyc.com/video/default.aspx?bctid=1871207914001>

AUGUST 2012: Here's the Dirt on Healthy Soils

WKYC Spokesperson: Bruce Kalinowski

<http://www.wkyc.com/video/default.aspx?bctid=1817122288001>

JULY 2012: Protect Streams Around Your Home

WKYC spokesperson: Betsy Kling

<http://www.wkyc.com/weather/environment/article/254611/435/Protect-Streams-Around-Your-Home>

JUNE 2012: Everyone Lives in a Watershed – Do You Know Your Watershed Address

WKYC spokesperson: Betsy Kling

<http://www.wkyc.com/weather/environment/article/250426/435/Everyone-Lives-In-A-Watershed-Do-You-Know-Your-Watershed-Address>

For questions about the Conservation Crusader campaign, please contact
Amy Roskilly, Conservation Education Specialist with the
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Link to the Conservation Crusader Campaign page:
<http://www.cuyahogaswcd.org/ConservationCrusader.htm>



Cuyahoga
Soil and Water
Conservation
District