

What is “Weather or Not”?

“Weather or Not” is a concept that links all organizations and entities committed to promoting physical activity with local media- television, newspaper, or radio – to incorporate weather-appropriate physical activity suggestions into each daily forecast.

How to Get Started...

1. Select Program Coordinator.
2. Approach Local Media. Your responsibility is to provide participating media with tips, hints, and suggested activities appropriate for all seasons and weather, as well as some sample scripts to help forecasters get started. For example, if the forecast predicted 80 degrees and sunny, a thirty minute walk around the neighbor or 30 minutes in the garden may be suggested for that day.
3. Design a sample letter to the media outlet you choose. See attachment.
4. Put together a kit that can be sent to each media entity. Include:
 - a. Physical activity fact sheets,
 - b. Sample scripts fro television, radio and newspapers,
 - c. Simple physical activity tips and hints flier,
 - d. Program evaluation form.
5. Whether you send an introductory letter, place a phone call, or meet face to face, remember to:
 - a. Do your homework on that entity (know how often the newspaper comes out or the news broadcast airs, what area they cover, what their emphasis is and who the decision makers are).
 - b. Be prepared when you meet. (have materials ready and scripts on hand)
 - c. Offer “Weather or Not” to only one media outlet at a time.

Tips and Hints....

- ✓ News media are time-sensitive entities with time driven production schedules so be respectful of that fact.
- ✓ If the editor, station manager, or producer cannot participate, still make a good impression because you are now a source when he or she has a physical activity question or issue.
- ✓ At the end of each days suggestion, Nevadans should be reminded to accumulate at least 30 minutes of moderate physical activity most days of the week – “Weather or Not.”

