

Pilon, Janet

Subject: Ask your local CBC radio station to do what CBC Radio Victoria has been doing for 7 months

From: Rick Kool

Sent: Friday, May 01, 2020 1:42 PM

To: mayor@hamilton.ca

Subject: Ask your local CBC radio station to do what CBC Radio Victoria has been doing for 7 months

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Dear Mayor Eisenberger,

On March 27, 2019, Hamilton City Council declared a climate emergency, joining more than 50 Canadian communities in recognizing that the changing climate is a threat to present and future generations of all members of the biosphere.

While many citizens are aware of the growing climate crisis through news stories in the media, there is no linking of the crisis to its root causes in the economy. We feel that one way to make this linkage is to ensure that a single measure of what is happening in the environment is included in the media reporting of what is happening in the economy.

The Conversation (May 2019): [It's worth a daily reminder: When markets are up, the environment is down](#) [Article [reposted by the National Post](#) on 10 May 2019]

CBC Radio in Victoria BC has been reporting the daily levels of carbon dioxide in the atmosphere in the morning market and commodity report, and **we think the CBC morning radio station in your area should do this as well.**

Here is the story.

The day before the global climate strike on September 27, 2019, at about 6:45 am, CBC Victoria Radio host **Gregor Craigie** slipped a new pair of numbers into his morning market update. Craigie hosts *On the Island* each morning from the CBC studio in Victoria.

On September 26, he started his update with the latest value of the Dow Jones Industrial Average, NASDAQ, TSX Composite, Canadian dollar, light crude oil, Natural Gas and the price of 1000 board feet of lumber. But he finished by adding the previous day's reading for carbon dioxide (CO₂) in the atmosphere and compared it with the same day, previous year's value; for his first report, it was 408.50 parts per million, up from 405.35 a year before.

As far as we know, this was the world's first radio broadcast with the current daily atmospheric CO₂ levels and trend. And on top of that, the value was part of a business report with market index numbers and commodity prices.

Craigie has been reporting daily CO₂ every weekday since late September 2019 to the people of Vancouver Island and the Sunshine Coast. It takes him ~10 seconds a day, and you can hear how he does it by [listening here](#). We think that Gregor Craigie's initiative has shown that daily CO₂ numbers don't need much of an introduction before assuming a regular spot on the radio market update.

We are inviting the Hamilton City Council to encourage your local CBC Radio station to give 10 seconds a day to keep your listeners up-to-date with a number that says volumes about what's going on with the planet.

And we are offering support for starting daily CO₂ updates on those shows by providing free resources for broadcasters.

First, Rick's interviews and articles offer food for thought on mixing CO₂ levels with market numbers:

CBC Radio One (24 September 2019): [Gregor Craigie interviews Professor Kool](#)

CBC News (24 September 2019): [Include CO2 emission levels in stock market reports, says B.C. professor](#)

Second, the CO2.Earth website that Mike runs features a new Daily Number Updates webpage that refreshes each morning at about 5:35 a.m. Pacific Time. This page has the latest CO2 readings plus background info on the source data:

CO₂ Update page for broadcasters: <https://www.co2.earth/daily-co2>

Mayor Eisenberger, thank you for taking the time to consider our suggestion and invitation. To discuss any questions you might have, please reach out by phone or email.

Sincerely,

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