**INTRODUCTION**

This project produces videos to raise awareness about the environment among Alabama residents, as well as how remote sensing can be used to access, analyze, and communicate such knowledge. AlabamaView is leading this project, a part of the AmericaView national consortium and funded by the USGS, and aims to improve the availability, timely dissemination, and widespread use of remote sensing data and technology through education, research, outreach, and sustainable technology transfer to the public and private sectors. AlabamaView, led by Department of Geosciences, Auburn University, collaborates with other Alabama universities and institutes. This high impact activity (HIA) was designed to educate Alabama citizens on how to use remote sensing techniques to identify and appreciate the causes and impacts of changing environmental conditions, as well as possible solutions for sustainability. Students received instruction in remote sensing applications, as well as script writing and media editing. The Alabama environmental awareness videos were shared on social media sites including Facebook, Instagram, and the Geosciences website. The aim is to spread the word by sending an email to Alabama government leaders, stakeholders, professionals, and citizens who would benefit greatly from learning more about the state’s current environmental issues. AlabamaView’s overall outreach goal through the Alabama Environmental Awareness channel will continue in the future, with the hope of expanding the initiative by making numerous videos about environmental issues in Alabama.

**FOCUS AREA**

Use of Multimedia and Remote Sensing to Create Environmental Awareness Among Alabama Citizens

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**RESULTS**

Youtube channel titled “Alabama Environment Awareness Channel” is created. In total 11 videos are uploaded in the YouTube channel. Two separate playlists - Remote Sensing and Environment Channel - are also created which contains dedicated videos relative to the topics. Figure 3 shows the screenshot of the YouTube channel showing the videos uploaded. Future videos are in the making.

**EVALUATIONS**

Social media analytics are used to assess and evaluate the reach of the videos to the general public. Below is the figure showcasing the Facebook page reach for individual videos and YouTube video views and time duration of the views for the channel.

**SIGNIFICANCE**

The goal of this project is to bring awareness about the importance of environmental issues and the applications of remote sensing technology to understand such issues to the citizens of Alabama outside of academia. The hope for this project is that these initiatives are able to educate everyday citizens of the state of Alabama by creating and publishing engaging videos that will have an impact on the viewer's ideas of environmental wellbeing and the technologies that are used to ensure it, such as remote sensing technology. Figure 6 shows some other outreach activities which are a part of AlabamaView’s motive where students are made aware about these remote sensing techniques to understand similar environmental issues.

**REFERENCES**

References will be provided on request.