

## South Florida's Watershed Journal

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**South Florida's Watershed Journal** (SFWJ) is a weekly-published and database-empowered online journal that illuminates and celebrates the water cycle and complex inner workings within and among the wetlands and waterways of the Kissimmee-Okeechobee-Everglades (KOE) and adjacent Big Cypress watersheds (<http://sfwj.blogspot.com>). **SFWJ** provides a place where stakeholders and the interested public can quickly glance at, digest, and enjoy the hydrologic numbers of the greater Everglades.

The content of each week's journal entry is fed by and connected to a robust background visual database. This design logic allows readers to either (1) just read the news as presented in the narrative and/or (2) also seamlessly click behind the curtain into a data-rich and interactive fantasyland where each week's semi-real-time data is instantly married to the historical parade of numbers that came before. The database spans back decades, includes +200 weekly-updated graphics, integrates multiple hydrologic parameters (stage, depth, hydroperiod duration, discharge, rain, headwater pooling, and evapotranspiration), and covers most of south Florida's major watersheds.

In the same spirit that investors grab the newspaper to view financial trend lines or sports fans scan the sports page to track their favorite team or players, **SFWJ** is a hydrologic Rosetta Stone that helps viewers decode and stay in tune with the constant tick of South Florida's water cycle and watersheds.