Using Respectful Humor for Outreach of Meteorological Research

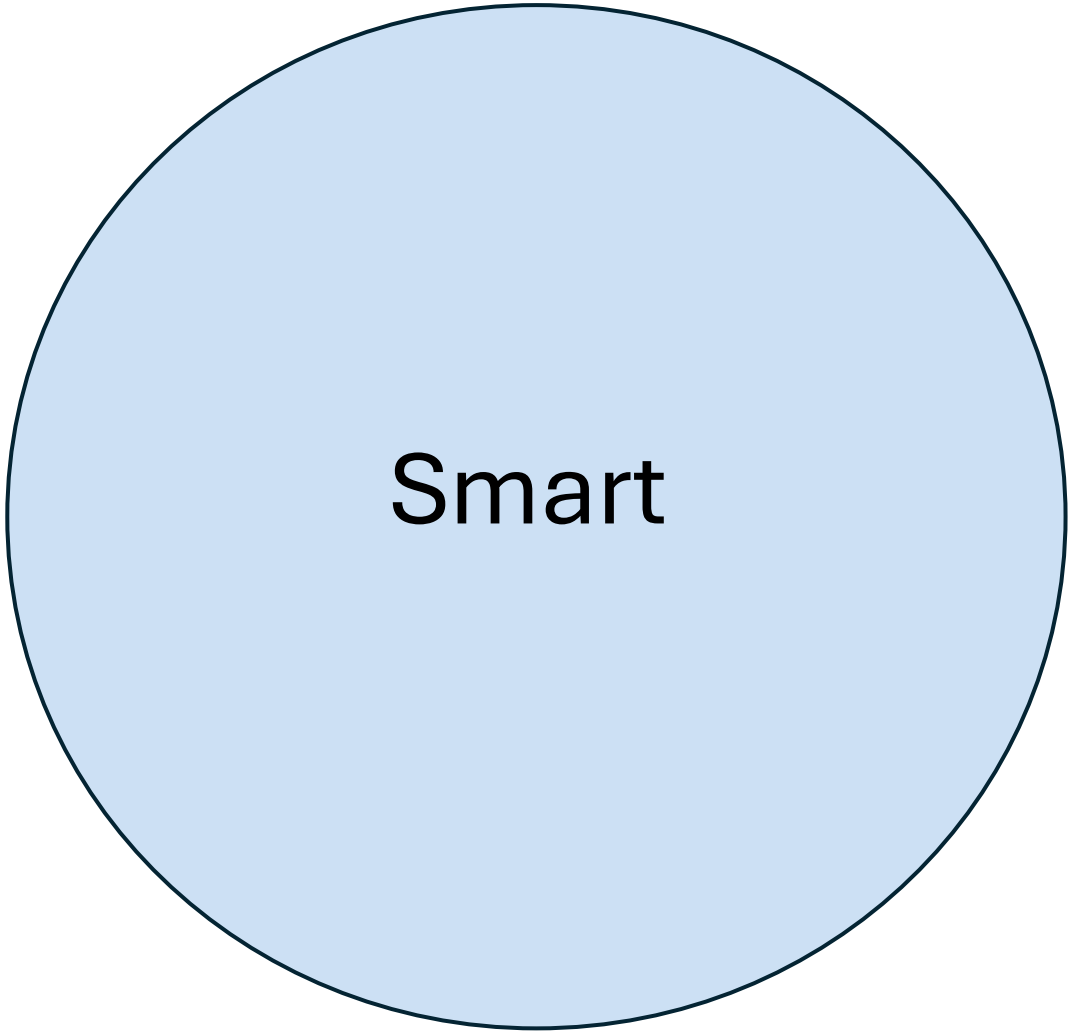
C. Aaron Price, Ph.D. (AMS)

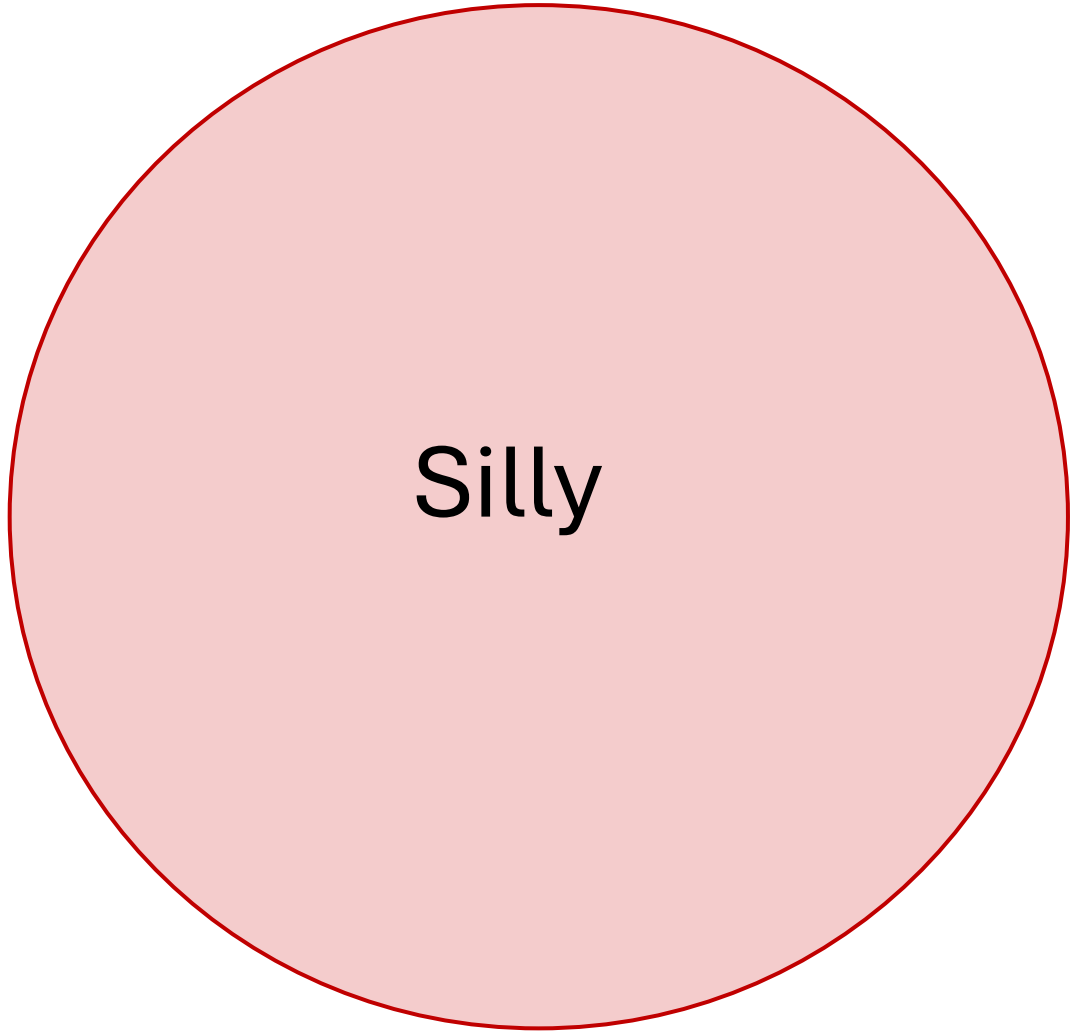
C. Kauffman, Ph.D. (PennWest University)



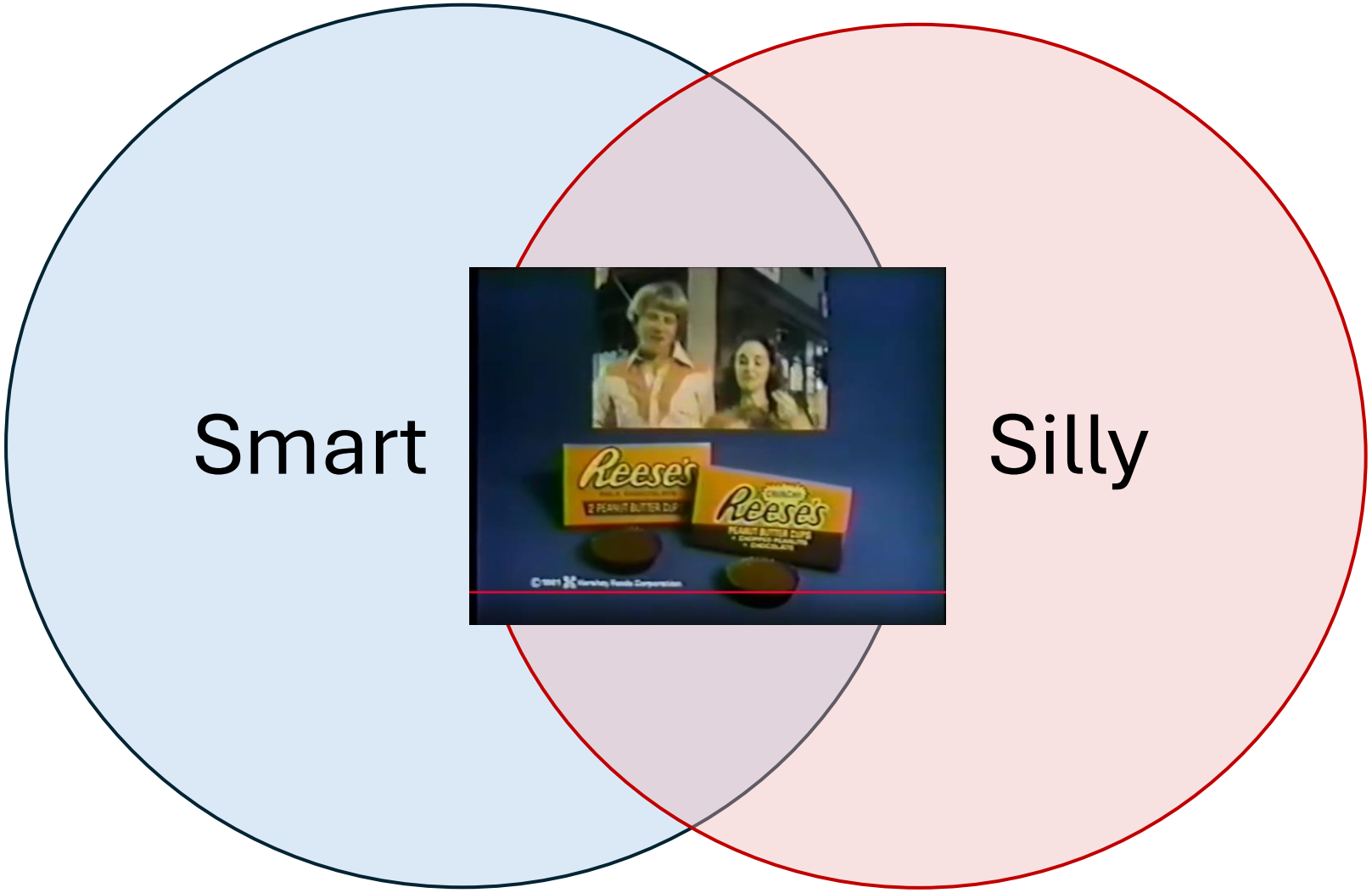

You got your chocolate in my peanut butter!
imgflip.com
You got your peanut butter on my chocolate!


Peanut
Butter


Smart


Silly

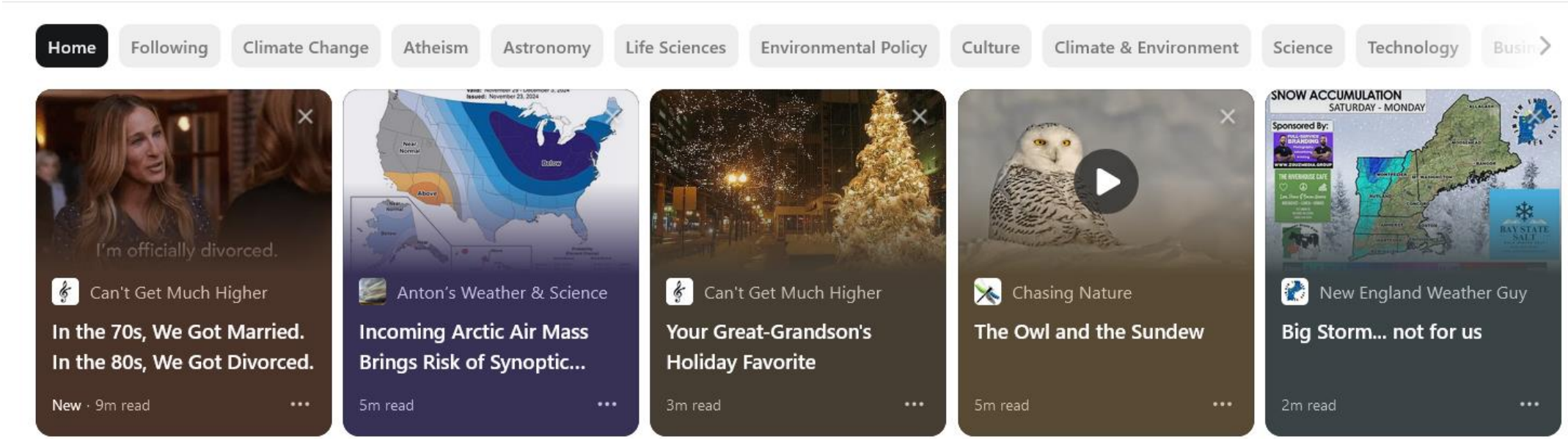
Secret Sauce



AMS American Meteorological Society

substack

- Simple to use e-mail newsletter
- 21 million readers (+40%)
- Subscription model
- Some forecasting content
- No meteorological science content



Weather with a Twist

https://weathertwist.substack.com/

- Free bi-weekly e-mail newsletter
- Mostly current research
  - Brief
  - Lighthearted style, humor
  - Respect the intelligence of the audience
- Topics mostly from AMS journals
- Official Launch in February 2024
- Promotion via social media and word-of-mouth



AMS
American Meteorological Society

Lake Effect Winter Lightning

Thundersnow and Chill

DEC 19, 2024 • AARON PRICE



Action at a Distance

Thunderstorm turbulence extends farther than expected

NOV 27, 2024 • AARON PRICE



50 Grades of Shade

This newsletter is sponsored by Mr. Burns

NOV 14, 2024 • AARON PRICE



GeoXO: Not a Truck

The Next Generation in Weather Satellites

NOV 4, 2024 • AARON PRICE



Wind Farms vs. Tropical Cyclones

Battle royale or match made in heaven?

OCT 17, 2024 • AARON PRICE



GeoXO: Not a Truck

The Next Generation in Weather Satellites



AARON PRICE
NOV 04, 2024

5 5 Share

Few things have revolutionized meteorology as much as satellite technology. In fact, their impact can be compared to the automobile revolution caused by the Chevy Geo. The world of trucks was never the same.



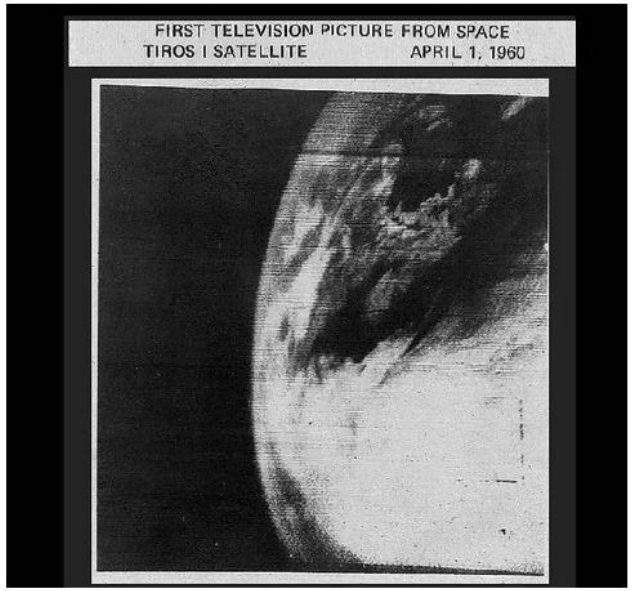
The Chevy Geo Tracker - 80hp of pure sexiness (Cars.com)

It started modest enough. But like a Pokemon touching the monolith, the Geo evolved into something out of this world:



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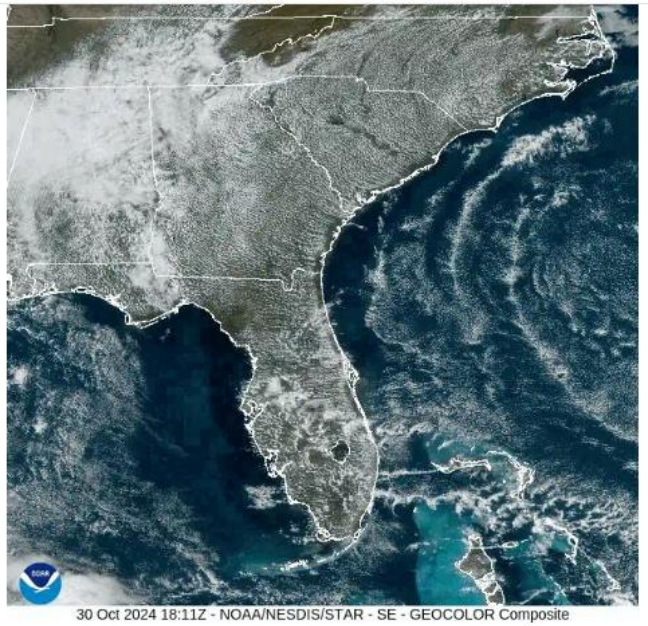
Weather satellites also evolve, if less flamboyantly. Some would argue the first dedicated weather satellite photo was this:



(NASA)

There is a certain vintage grandeur to it, to be sure. But compare it to this one from a few nights ago:

American Meteorological Society



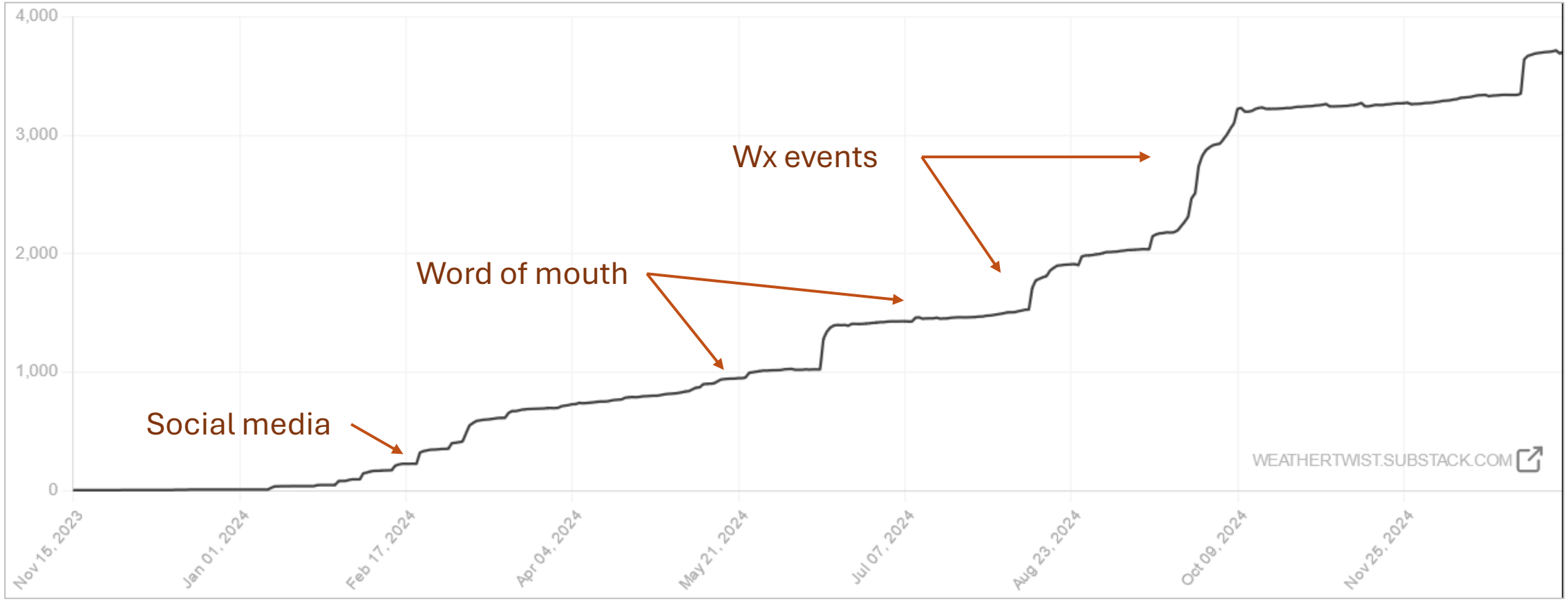
To quote the great Steve Irwin - "*ain't she a beaut!*" (CIRA/NOAA)

The more recent image was captured by the GOES-East weather satellite, which is operated by NOAA and was constructed by Lockheed Martin. "GOES-East" serves as a collective name for a series of satellites positioned over eastern North America. Similar to the transitions seen in Doctor Who, these satellites are periodically replaced with newer models, each maintaining the same core mission but with unique characteristics. Currently, the **GOES-16** satellite fulfills this role. It is scheduled to be replaced by the **GOES-19** satellite, which has already been launched and is currently being tested and calibrated while in orbit.

The Ivory Tower Speaketh

- Humor can break through the noise and combat misinformation (Boukes & Hameleers, 2023; Eichmeier & Xenos, 2024; Yeo, et al., 2023)
- Encode messages with positive emotion (Patterson, Anderson, Johnson & Marx, 2024)
- Foster in-group social cohesion (Reisch, 2014; Wood et al., 2016)
- Be careful of negative stereotypes and scientific arrogance (Cooper, Nadile & Brownell, 2020; Zhang & Lu, 2022)

Subscribers

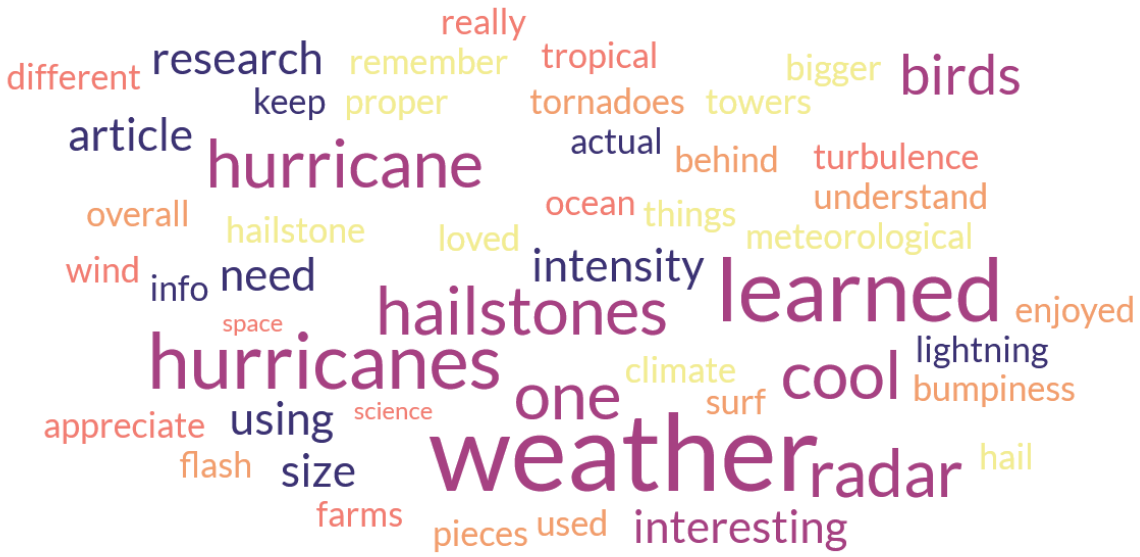


Who are they?

- White (86%)
- Slightly more woman than man (+7%)
- ~30% work in weather, water, climate
- Middled age (m=52y[16])
  - 25% <40y

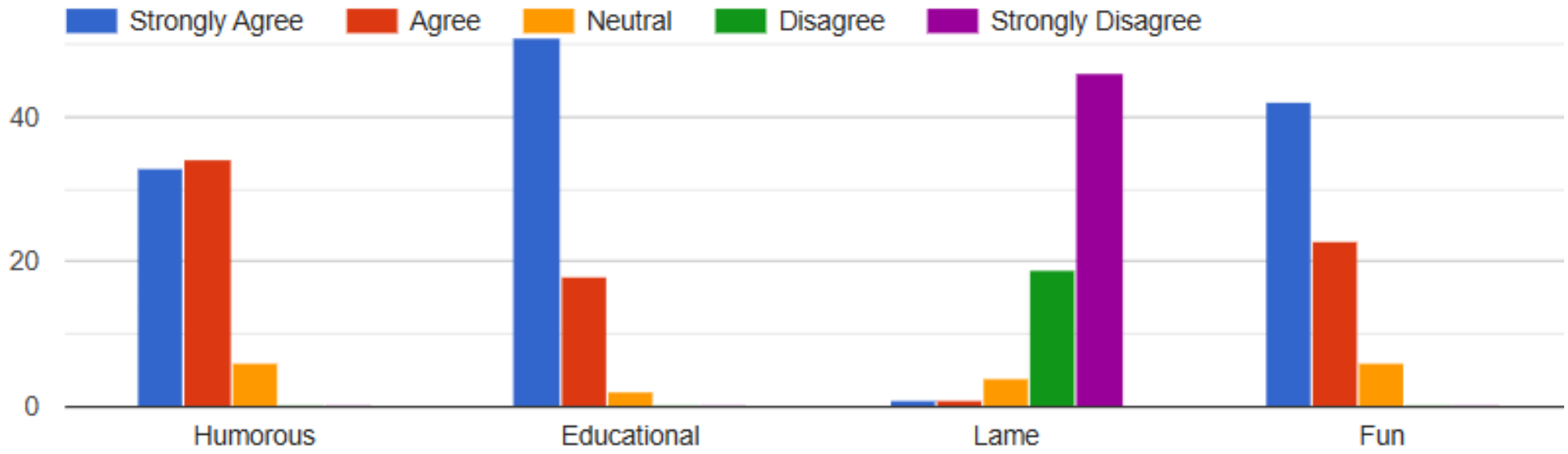
What do they think?

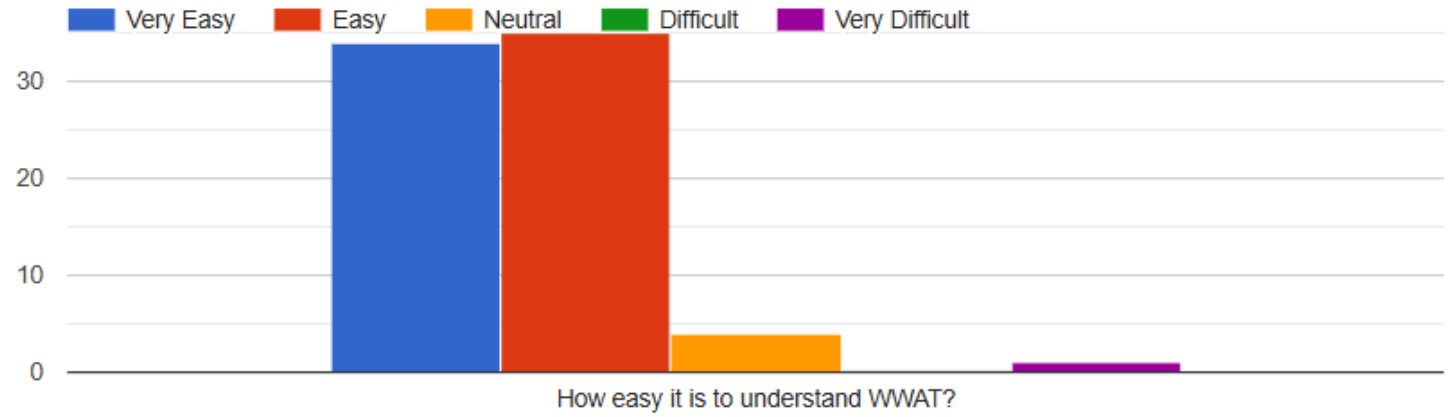
What have you learned from reading WWAT?



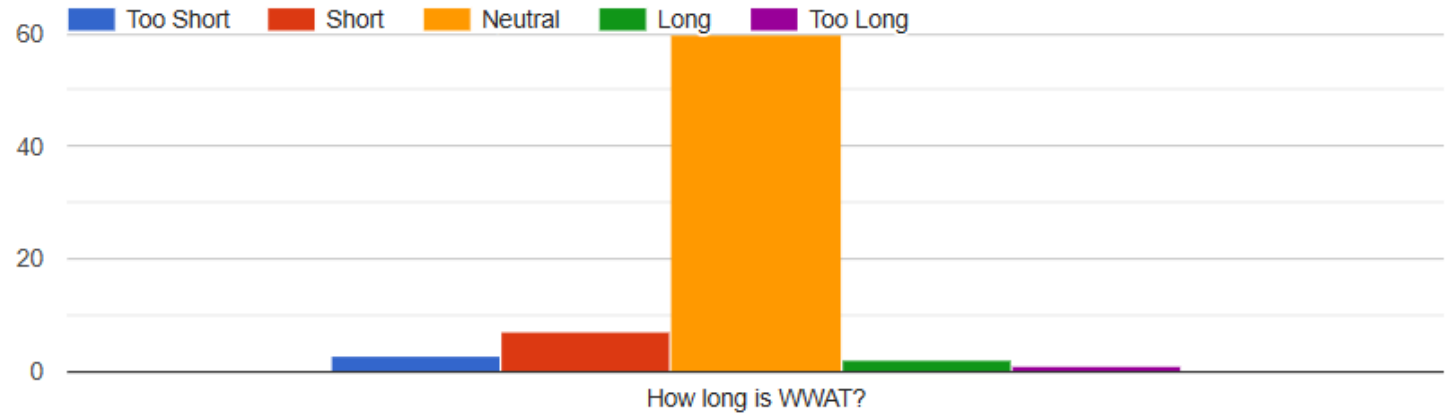
How would you describe WWAT?




Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
40
20
0
Humorous
Educational
Lame
Fun


Very Easy
Easy
Neutral
Difficult
Very Difficult
30
20
10
0
How easy it is to understand WWAT?

Copy chart


Too Short
Short
Neutral
Long
Too Long
60
40
20
0
How long is WWAT?

Production

- 4 hours
- Skim AMS recent journals
  - Occasionally international/other
- Write a draft
- Copy edit w/ChatGPT
- Send to science advisory team
  - Polish/rewrite awkward sentences while waiting
- Post and monitor comments

Business Model

- 6% average paid subscriber rate
- $5/month average donation
- 10,000 subscribers would bring ~32K in annual revenue*
- Launch in 2025 with bonus content for subscribers
- Advisory board honorariums, hire illustrators
- NSF AISL grant proposal submitted in January ’25
- Lockheed-Martin sponsorship

Help Wanted

- Need more science advisors!
- Need more not-me authors for broader perspectives and humor
  - Write full articles
  - Co-write with me
  - Readers are friendly!
- Please tell your friends, family, countrymen
- Post to weather social media channels
- Like, comment, share

Thank you to our scientific council of doom:

- Chad Kauffman, Ph.D.
- Swarndeep Gill, Ph.D.
- Beth Mills, M.S.
- Milind Sharma, Ph.D.

aprice@ametsoc.org



