The Penn State Campus Weather Service Live Broadcast Team: Broadcasting Live Through The Storm

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The Pennsylvania State University, Department of Meteorology and Atmospheric Science

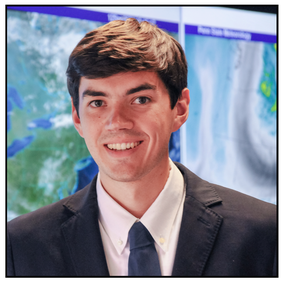
About the Campus Weather Service

The Penn State Campus Weather Service (CWS) is the oldest and largest student-run forecasting organization in the nation. We produce web-based, video, and radio forecasts that are distributed across Pennsylvania. Live Broadcast Team (LBT) is a division of CWS that focuses on producing live broadcasts covering severe and unusual weather in Pennsylvania and beyond. We have covered tropical systems, severe thunderstorms, and more - providing real-world experience to students in the process.

Team Setup

Our team is made up of 4 broadcasters, 4 forecasters, and 4 social media/technical experts in addition to the CWS Executive Board, for a total of 15. A broadcast can utilize anywhere from 2-15 members depending on the situation, and the Vice President of CWS is responsible for leading LBT.





Luke Scherler

2024 CWS Vice President



Tyler Hughes

2024 CWS President

Equipment/Software

- TWC MAX Graphics Software
- Splashtop
- TriCaster switcher
- OBS streaming software
- Zoom
- YouTube
- PowerPoint
- Instagram
- Canva
- X (Twitter)

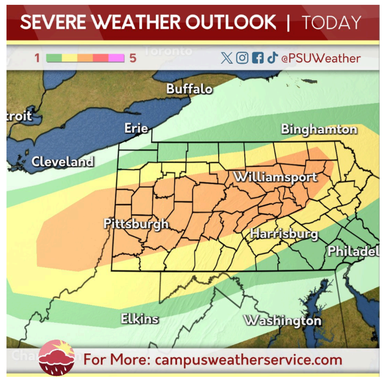


Challenges

- Effective communication between control room and broadcasters
- Real-time weather data management, including radar, surface observations, and watches/warnings
- Encountering technological problems live and making split-second corrections
- Strategically positioning the team for on-air and future success
- Ensuring institutional knowledge is passed down to each member
- Managing stress to maintain a calm and positive environment
- Maintain a professional appearance throughout the duration of the live broadcast

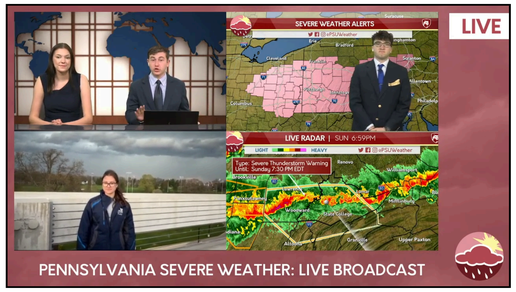
Social Media

Multiple ways to receive warning is essential for reaching a broader audience and ensuring more individuals are informed. In addition to our live Youtube broadcast, we effectively communicated the potential for a dangerous storm by posting on our Instagram and X (Twitter) pages.



New Innovations

- Used Zoom to create an environment simulating live shots in the field with just a phone
- Used AirPods and a conference call to mimic the use of an IFB earpiece at a relatively low cost
- Configured MAX graphics to show latest radar from multiple locations







Experience Pays Off

Of the Spring 2024 Live Broadcast Team...

- 2 members accepted jobs as television meteorologists
- Another 3 members accepted paid television meteorology internships
- More than half the team was involved in the production of Penn State's daily weather newsmagazine, **Weather World**

Connect With Us!

@PSUWeather

campusweatherservice.com