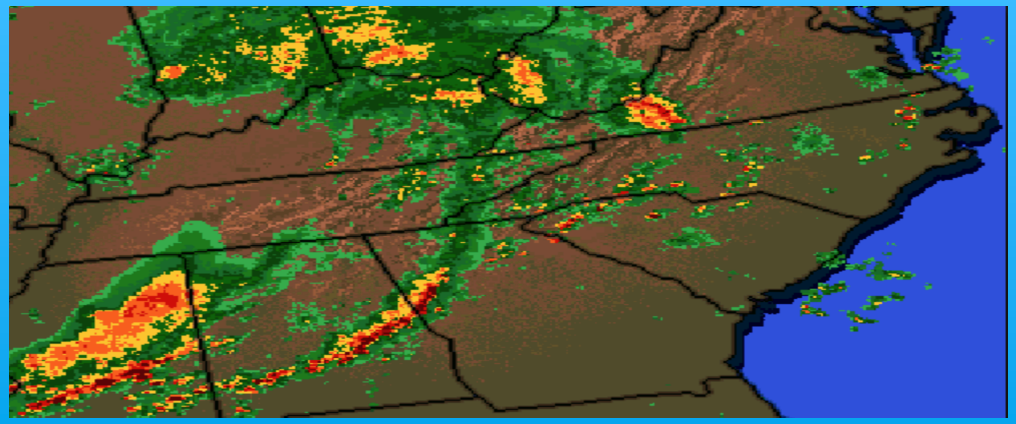


Viewer's reactions to TV broadcast meteorologists as climate educators

Results of an in-depth interview study

Investigators:

George Mason University: Robert Drost, Raphael Mazzone, Teresa Myers, Edward Maibach

Survey Overview

- Determine viewer habits and preferences when watching local weather broadcasts
- Assess viewers reaction to local broadcasts containing climate change impacts discussed by the Broadcast Meteorologist

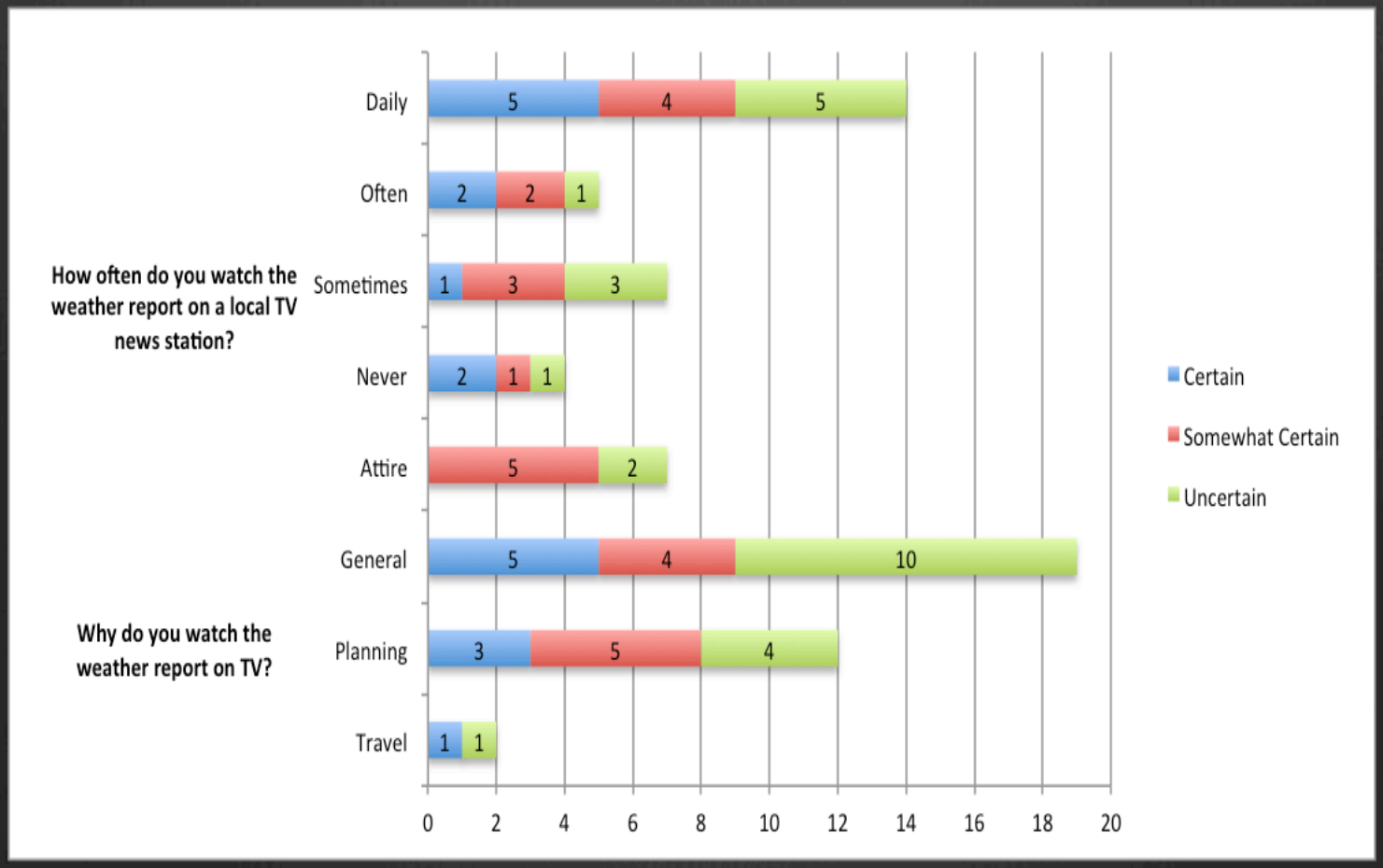
Survey background

- Virginia media markets
- 30 participants
- 3 climate change belief segments: Certain, Somewhat certain, and Uncertain (10 in each segment)
- 15 male, 15 female
- 20-39, 40-59, 60+
- Compensated with a $50 gift card

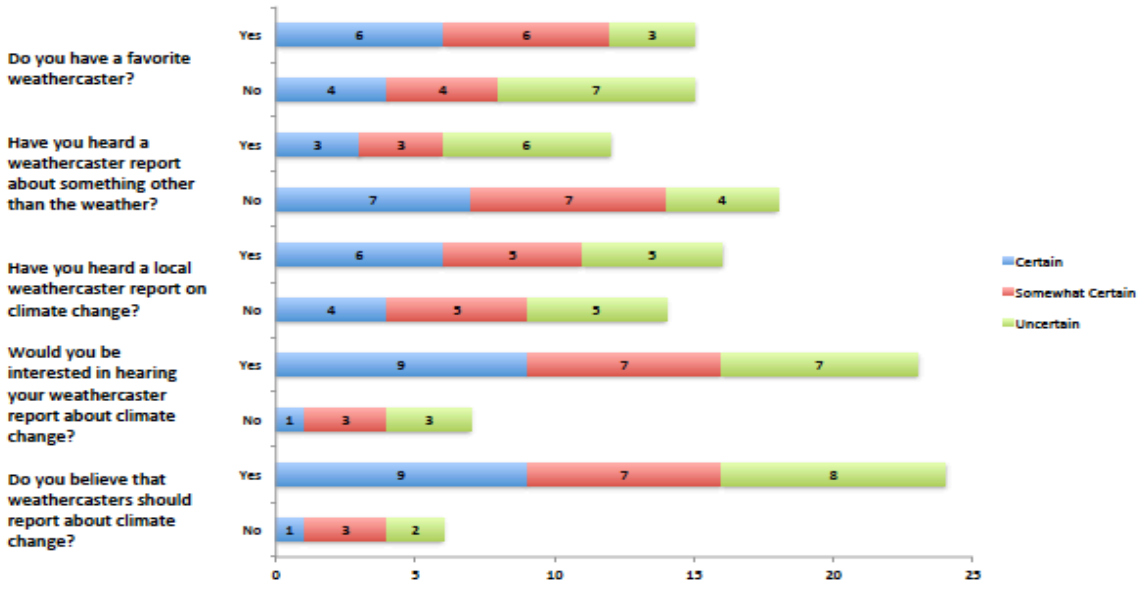
Information gathering

- Live interview conducted via GotoMeeting
- Approximately 30 minutes in length
- General questions pertaining to viewing of TV weather forecasts
- Reactions to climate change graphics designed for use in TV broadcasts
- Reactions to actual video clips of Broadcast Meteorologists utilizing climate change graphics in their weather broadcast

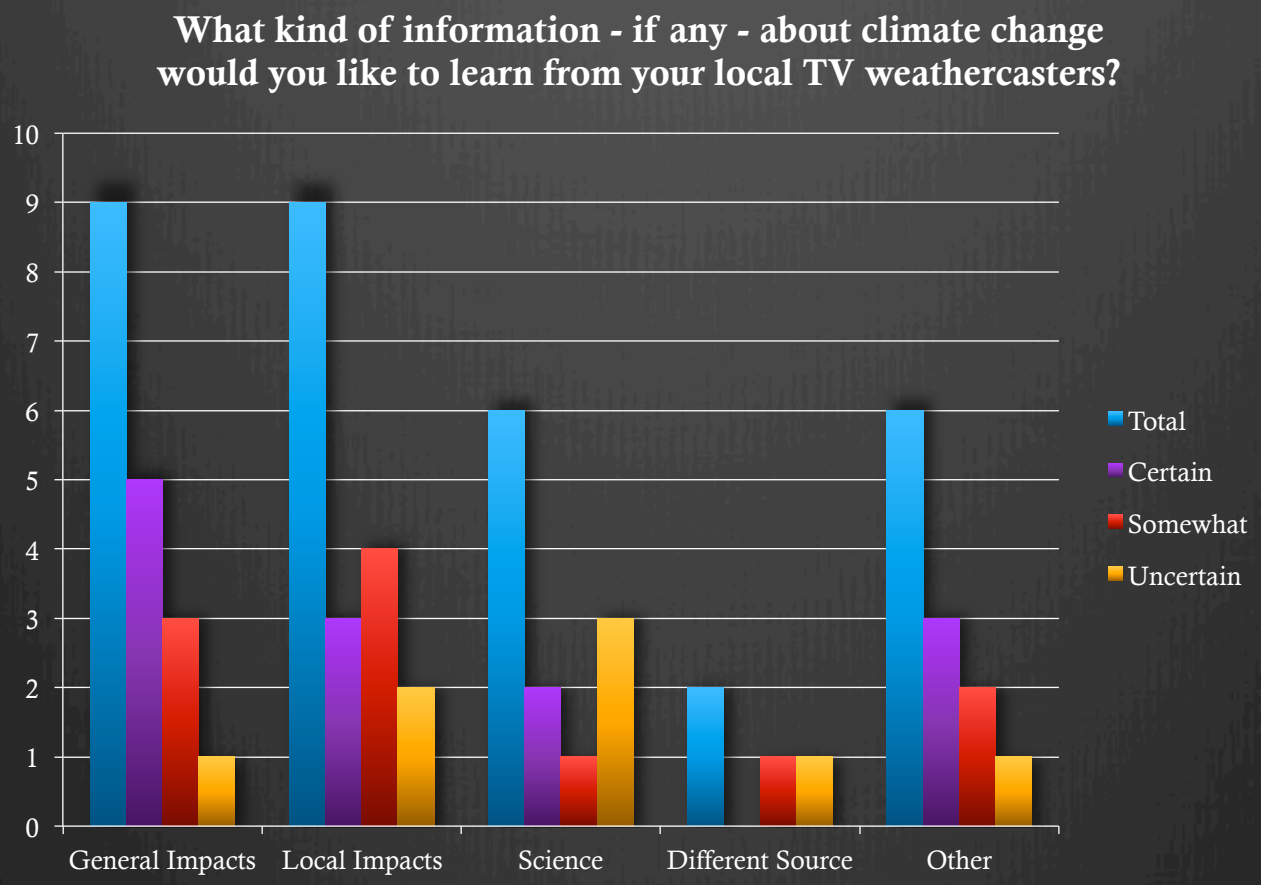
General findings



General findings

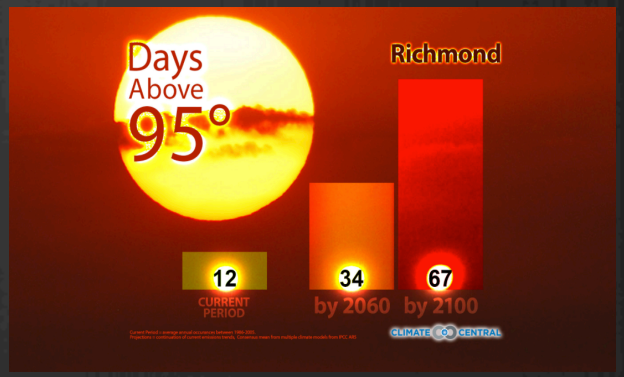


Interest in Climate



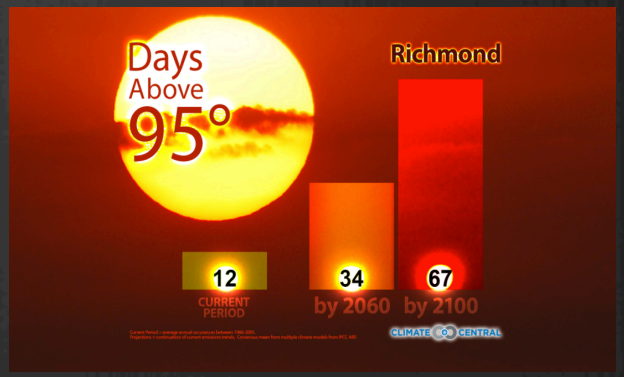
Reactions to graphic
Richmond

- Almost all felt they were easy to understand
- Half indicated that the graphic conveyed that is was warming up locally due to climate change impacts
- About a third mentioned that the graphic caught their attention immediately
- Almost all mentioned that the colors used grabbed their attention the most



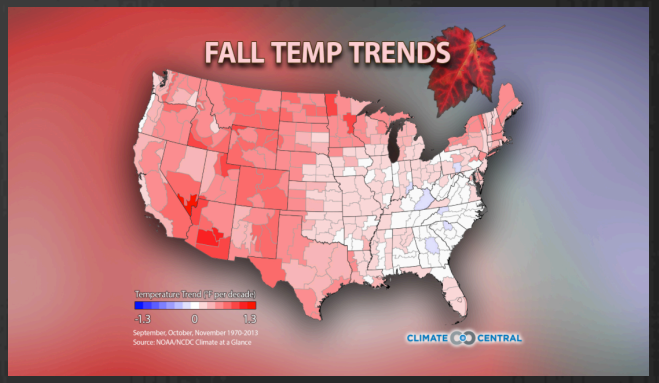
Improvements to graphic
Richmond

- Almost one-third mentioned too much red was used and it blended into the background making it difficult to read
- Nearly a third indicated that use of a relevant timescale would be more useful
- About a quarter commented that the text and placement of the graphic description was difficult to read



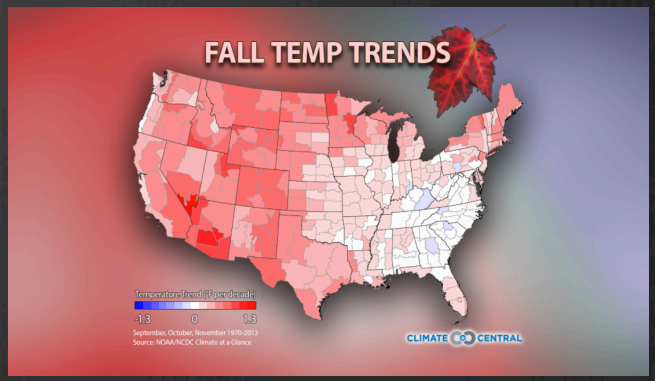
Reactions to graphic
U.S.

- Almost all felt it was easy to understand
- Almost all mentioned the attention grabbing color
- A third liked the illustrative difference communicated across the entire U.S.
- A third pointed out that although informative there was a lot to look at



Improvements to graphic U.S.

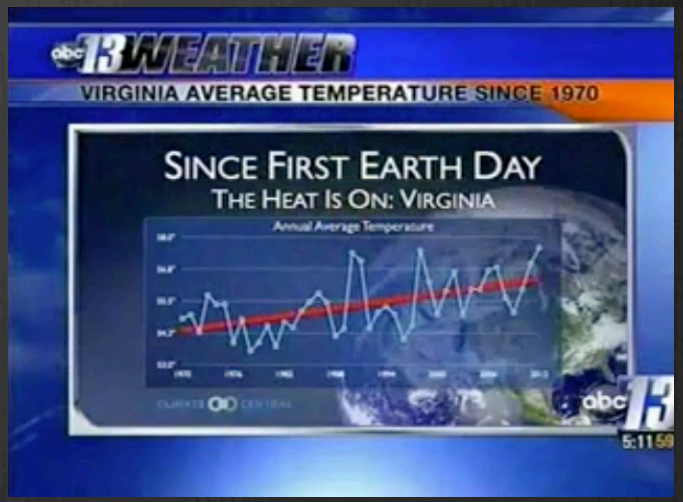
- Almost half mentioned that the impact of the graphic was not clear
- A third commented that the background color was not defined and blended with the main graphic
- About half indicated that the text and placement of the graphic description was difficult to read



Reactions to video

Increasing average annual temperature

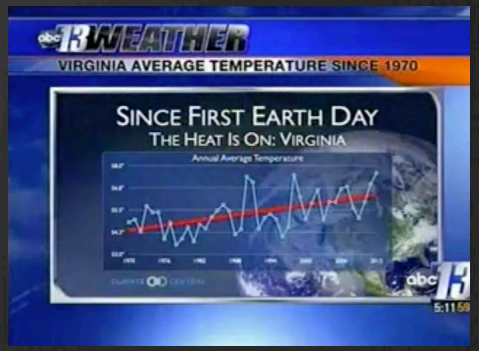
- Most thought the information was easy to understand
- Almost all interpreted the information as VA temps are rising
- Most found the information useful
- Nearly all liked that the information was local



Improvements to video

Increasing average annual temperature

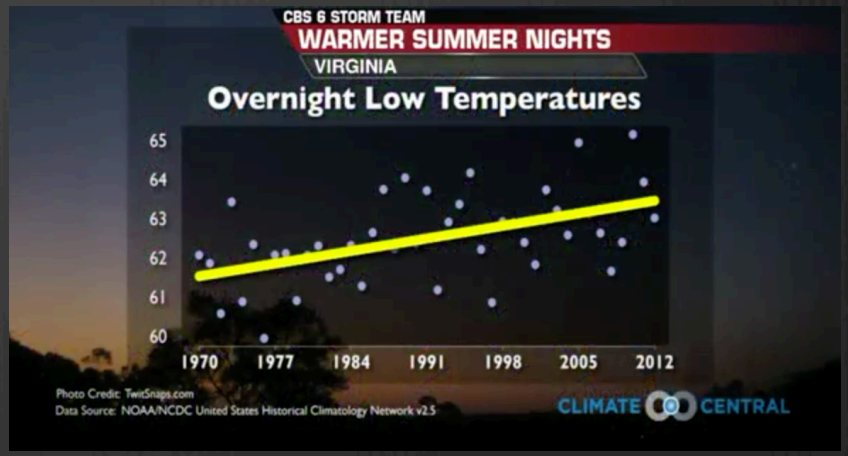
- About one-third felt that the graph was not clear in what it was representing
- A fewer than a third thought more time was needed on the subject
- A fewer than a third would like to see the sources of the information being presented/discussed
- One-third indicated that they would have liked a better explanation of the material given by the weathercaster



Reactions to video

Warmer summer nights

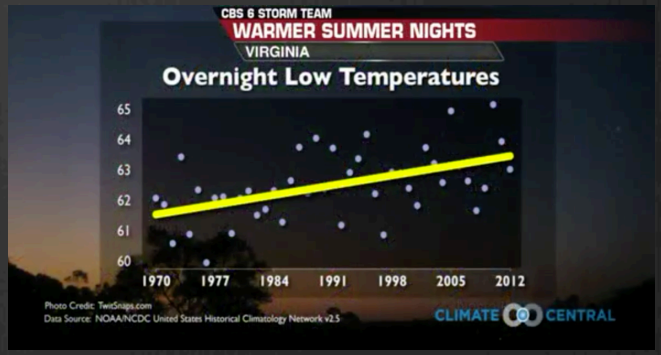
- Most thought the information was easy to understand
- Almost all interpreted the information as VA temps are rising
- About two-thirds found the information useful
- Most liked that the information was local



Improvements to video

Warmer summer nights

- One-third felt that the material was presented to quickly
- About a quarter indicated that it contained too much information
- About a third mentioned that the graph was not clear in the message it was attempting to convey
- About a quarter indicated that the graphic was being blocked by the weathercaster during the broadcast



Educators?

- Almost 80% indicated they would be interested in hearing their local weathercaster report on climate change
- Exactly 80% indicated that their local weathercaster should report on climate change
- These sentiments were mostly equal among the three belief segments
- All belief segments mentioned the need for unbiased, scientifically backed/referenced material
- All belief segments expressed a thirst for climate change information, especially local impacts

Questions?