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American Meteorological Society 46th Conference on Broadcast Meteorology

Preparing Future Broadcast Meteorologists for
the Changes in Station Roles

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What is Broadcast Meteorology?

Blending of the science of meteorology with the art of communicating

The broadcast meteorologist's role has developed from a reporter reading the teleprompter with messages from the National Weather Service or private forecasters to include not only meteorologists, but station scientist, special event announcer, social media outreach and event reporter.

Be ready to prove your worth outside of the weathercasting role

**STATION NEWS TEAM MEMBER SUPPORTING THE
TEAM WITH WEATHER INSIGHTS AND POTENTIAL
STORIES**



The Challenge

- The world of Broadcast Meteorology is continuing to changing.
- Shifts in the audience attitudes, advertiser's needs, and opinions of station managers swing the role of a weathercaster between entertainer, scientist and emergency news authority.
- How can the new broadcast meteorologists entering the field be trained to meet these changing needs?



Trends in Broadcast Meteorology

- Maureen McCann, Meteorologist at News 13 in Orlando, Florida and [AMS Commissioner on Professional Affairs](#) still sees a vital role for humans in broadcast meteorology as we move forward.

“I think the future of broadcast meteorology still has to involve a human aspect, and we can’t solely rely on apps and computer generated forecasts. An app that indicates a 90% chance of rain via a storm cloud icon can’t provide a sense of urgency like a broadcast meteorologist talking to you through a severe weather event in your neighborhood, threatening your home and school. The apps are convenient but humans still need to be involved, especially when it comes to communicating hazards.”



Key Talents & Educational Strategies

- Good Foundation in Meteorology
- Working knowledge of Industry software
- Presentation and Story Telling Skills
- Social Media Skills
- Teamwork

Encourage and sharpen these talents a training program with:

- Meteorological Sciences
- In depth training in Communication Arts
- Weathercasting practice, TV and radio production work in and outside of professional grade studios
- Training on how to engage audiences through social media
- Capstone work in a commercial TV facility



Educational Approach

- Industrial and Military Meteorologists work with TV News Reporters, Weathercasters, Production Managers and Image Consultants to provide a rounded, multifaceted educational experience
- The Goal is to translate scientifically precise forecasts to actionable and meaningful weather situational descriptions for audiences
- The product is a new “brand” of broadcast meteorologists leaving the university with a Bachelor of Science degree, a Communication Arts background and the skill/experience set to move rapidly and successfully into the workplace.



Shared Education in Communication

- On Air Talent training
- Becoming the Brand for your station
- Ambassador at Community functions
- Social Media Etiquette Training
- Engagement with viewers



Studio Practice

Training Involves studio team support, five sets and five scenarios

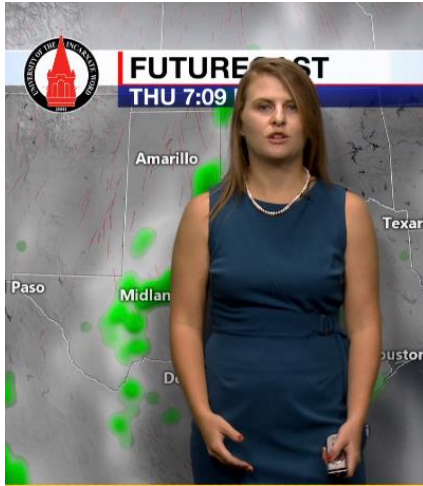
- Prove your worth – helping the News team be successful
- Preparation of weather graphics using Baron System
- Standard full weathercast
- In depth weather analysis
- Anchor desk toss
- Breaking Weather
- Weather teases





Production work on

<http://uiwtv.org/> and <http://www.kuiw.org/>



Training Involves

- News and Sports Interviews
- Weathercasting
- Anchor Desk Reporting
- Radio Reporting
- Social Media





Practice, Practice, and more Practice



Indoor studio Training
Outdoor Settings ("Live shot scenarios")
Community Service learning



Social Media Engagement

- Facebook
 - Older Audience (Mid 30's and up demo)
 - More space and time to convey message
- Twitter
 - Younger Audience (Young Adults)
 - Quick engagement with immediate response



The Final Blending



- **Broadcast Meteorology Capstone** is an semester long internship at a local TV station to learn professional teamwork, and the “nuts and bolts” of the TV business working with professionals in a rotating assignment within the station.
- **Broadcast Meteorologist Kit**
 - Pronunciation Guides
 - Geographical & Roadway Maps
 - Seasonal Events Calendar
 - Local Conditions
 - Outdoor Entertainment Venues



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Industry Support

- New Reporters
- News Anchors
- Weather Producers
- Meteorologists
- Executives
- TV Consultants

SINCLAIR
BROADCAST GROUP



All for a team to prepare the students to succeed in the industry

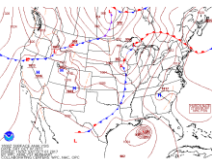


The University of the Incarnate Word Broadcast Meteorology Program

One Year of in-studio Training
Capstone/Internship at a TV Company



Broadcast
Meteorology
(8)



Meteorology
Fundamentals
(39 hrs)



Communication
Fundamentals
(12 hours)



Communication Arts



Science Fundamentals
(18)



Liberal Arts Fundamentals



References

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