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DISCOVERIES AND BREAKTHROUGHS INSIDE SCIENCE (DBIS) HELPING YOU BE THE STATION SCIENTIST

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1. WHAT IS DBIS?

Discoveries and Breakthroughs Inside Science (DBIS) is:

- Twelve 90-second science news segments per month delivering peer-reviewed discoveries and breakthroughs on topics including weather, earth science, technology, and medicine.
- Additional web content called *Science Insider* web pages that provide more information about the science behind the story for the general public
- Focused on science and technology news and preserve the role science and scientists play in our daily lives
- DBIS is produced by AIP and partner-driven. AMS is encouraged to have an active role in suggesting story ideas, suggesting experts, and reviewing scripts with weather science content.
- DBIS provides additional Spanish content for 2 stories each month

2. HOW IS DBIS DIFFERENT FROM OTHER SYNDICATED SERVICES?

- DBIS is designed for local TV, the medium in which most US residents get their news.
- DBIS is peer-reviewed, with outside scientific experts in specific fields evaluating every potential story idea.
- A 4-year NSF grant includes comprehensive evaluations of the program, including tracking by Nielsen Ratings, which started in January 2004.

3. WHY IS AMS INVOLVED WITH DBIS?

Hear comments from Ron McPherson, former AMS executive director and one of AMS's members who regularly contributes to DBIS's production about why AMS supports DBIS.

4. HOW CAN I USE DBIS TO BE MY STATION'S SCIENTIST?

- Get DBIS for your station
- Use DBIS During Your Broadcast
- See examples of Broadcast Meteorologists Making DBIS Their Own

5. HOW CAN I BECOME INVOLVED WITH DBIS AND EARN PROFESSIONAL DEVELOPMENT SCORE POINTS?

Hear comments from Sean Sublette, broadcast meteorologist WSET-TV (Lynchburg, VA) and one of AMS's members who regularly contributes to DBIS's production about how he works with DBIS.

- How do AMS members work with DBIS? For example, by submitting

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ideas, experts, Spanish speakers,
and reviewing scripts

DBIS Website
<http://www.aip.org/dbis/>

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- The Continued Professional Development table for CBMs and AMS Sealholders awards ½ point per report or show segment produced. The points are intended for those that play a significant role in producing a weather broadcast reports. This includes anchoring, producing, writing, or reporting.
- “The main intent of the CDP is for broadcasters to pursue educational and professional opportunities that will keep them up to date in our science. Significant involvement in producing the DBIS packages will allow broadcasters to accrue Professional Development Score points, but they must be careful to document their participation.”
--John Toohey-Morales, CBM,
CCM, AMS Broadcast Board

6. WHO CAN I OR MY NEWS DIRECTOR CONTACT FOR MORE INFORMATION?

- About DBIS
- Getting Involved, Using DBIS to Earn Professional Development Score Points
- Recommending English and/or Spanish Speaking Experts
- Reviewing Scripts
- Submitting Story Ideas

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