

The American Meteorological Society and the National Communication Association Present
Integrating Communication, Weather, and Climate:
More Than Just "Talking About the Weather!"

January 22-23, 2011
Seattle, WA



Saturday, January 22, 2011

Location: Grand Ballroom A, Sheraton

1:00 PM Arrive and Meet your Friends and Colleagues!

1:30 PM Welcoming Remarks

Gina Eosco, Communication Research Associate, AMS Policy Program

Julie Demuth, Associate Scientist III, Societal Impacts Programs
National Center for Atmospheric Research (NCAR), and PhD student, Department of
Journalism and Technical Communication, Colorado State University

Nate Johnson, Meteorologist and Executive Producer, WRAL-TV, Raleigh, NC and
Master's Student, Department of Communication, NC State University

Betsy Bach, Associate Director for Research Initiatives, National Communication
Association

1:45 PM Communication Panel (15 minutes each)

Moderator: **Julie Demuth**

Kathy Rowan, Professor, Department of Communication, and Research Team Member,
Center for Climate Change Communication, George Mason University, Fairfax, VA

Susanna Priest, Editor, Journal of Science Communication, and Professor, School of
Environmental and Public Affairs, University of Nevada, Las Vegas

Kim Curtis, Program Director, Climate Research Team, Resource Media

Bud Ward, Editor, Yale Forum on Climate Change and the Media

2:45 PM Q&A

3:15 PM Break

3:45 PM Weather and Climate Panel (15 minutes each)

Moderator: **Nate Johnson**

Amy Snover, Co-Director, Climate Impacts Group,
JISAO Center for Science in the Earth System, University of Washington

Joe Witte, Former Broadcast Meteorologist, and now consultant for NASA's Earth
Education and Public Outreach Program and PhD student, Department of Communication,
George Mason University

Rick Smith, Warning Coordination Meteorologist, National Weather Service, Norman, OK

Steve Smith, Chief Information Officer, AccuWeather, Inc.

4:45 PM Q&A

5:15 PM Closing Remarks/Final Discussion

Moderator: Gina Eosco

5:30 PM Adjourn

Sunday, January 23, 2011

Location: Grand Ballroom A, Sheraton

8:00 AM Arrive and Meet your Friends and Colleagues!

8:30 AM Welcoming Remarks and Summary of Saturday's main points

Moderator: Gina Eosco

9:00 AM Break into Small groups

Moderator: Betsy Bach

10:00 AM Break

10:30 AM Small Group Reports

11:30 AM Keeping the Momentum: Where do we go from here? How can we partner?

Moderator: Gina Eosco, and Betsy Bach

12:00 PM Lunch Break

Concurrent Session #1 - "Communication Abroad: Case Studies of International Communication Challenges"

Location: Grand Ballroom C, Sheraton

Session in Partnership with the U.S. National Oceanic and Atmospheric Administration's (NOAA) National Weather Service (NWS) International Sessions on Communicating Weather and Climate Information

1:00 PM Opening Remarks

Dr. Bill Hooke, Senior Policy Fellow

Director of the American Meteorological Society's Policy Program

Panel Presentations

Each speaker will identify a communication question or challenge for the audience to consider during the larger group discussion to follow.

1:05 PM *Mr. David Grimes, Assistant Deputy Minister*

Meteorological Service of Canada (MSC), Environment Canada

"Services to Meet the Challenges of a Changing Climate"

1:15 PM *Professor Petteri Taalas, Director General*

Finnish Meteorological Institute

"How to Enhance the End-User Value of Weather and Climate Services and Information"

1:25 PM Q & A - Dr. Bill Hooke, moderator

1:40 PM *Dr. Ricardo Garcia Herrera, Director*

Agencia Estatal de Meteorología (AEMET), Spain

Title – TBD

1:50 PM *Professor Mieczyslaw Ostojki, Director*

Institute of Meteorology and Water Management, Poland

"History of the IMGW web sites development as a communications tool"

2:00 PM Q & A - Dr. Bill Hooke, moderator

2:15 PM Short Break

2:45 PM *Dr. Bill Hooke, Moderator*

Open Dialogue: Discussion will focus on how communication experts, and social scientists more broadly, can partner with the international meteorological community to solve international communication challenges.

3:45 PM Rejoin plenary session

Concurrent Session #2 - When Every Word & Every Minute Count: Emergency, Risk & Crisis Communication

Location: Grand Ballroom A, Sheraton

1:00 PM A Participant Exercise focused on Communicating during Risk and Crises

Organized by Karen Hilyard, Assistant Professor, and Tatjana Hocke, PhD Candidate, School of Advertising and Public Relations, University of Tennessee

This interactive table-top exercise will simulate a developing crisis situation, then teach participants strategies and tactics for effective, real-time communication. Based on best practices developed by communicators at the Centers for Disease Control & Prevention, the workshop will include reaching diverse multicultural audiences, quashing rumors and correcting inaccurate news reports.

3:45 PM Rejoin plenary session

4:00 PM Plenary Speaker - Grand Ballroom A

Dr. Jane Lubchenco, Administrator

"National Oceanic and Atmospheric Administration (NOAA)"

5:00 PM Adjourn for the Day