

# Extreme Weather, Climate & Community Resilience Summits

*Summits to Engage Broadcast Meteorologists in Helping their Communities Become More Resilient*

A Presentation to CLEAN  
June 9, 2020  
1PM ET



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## How Six Americans Changed Their Minds About Global Warming

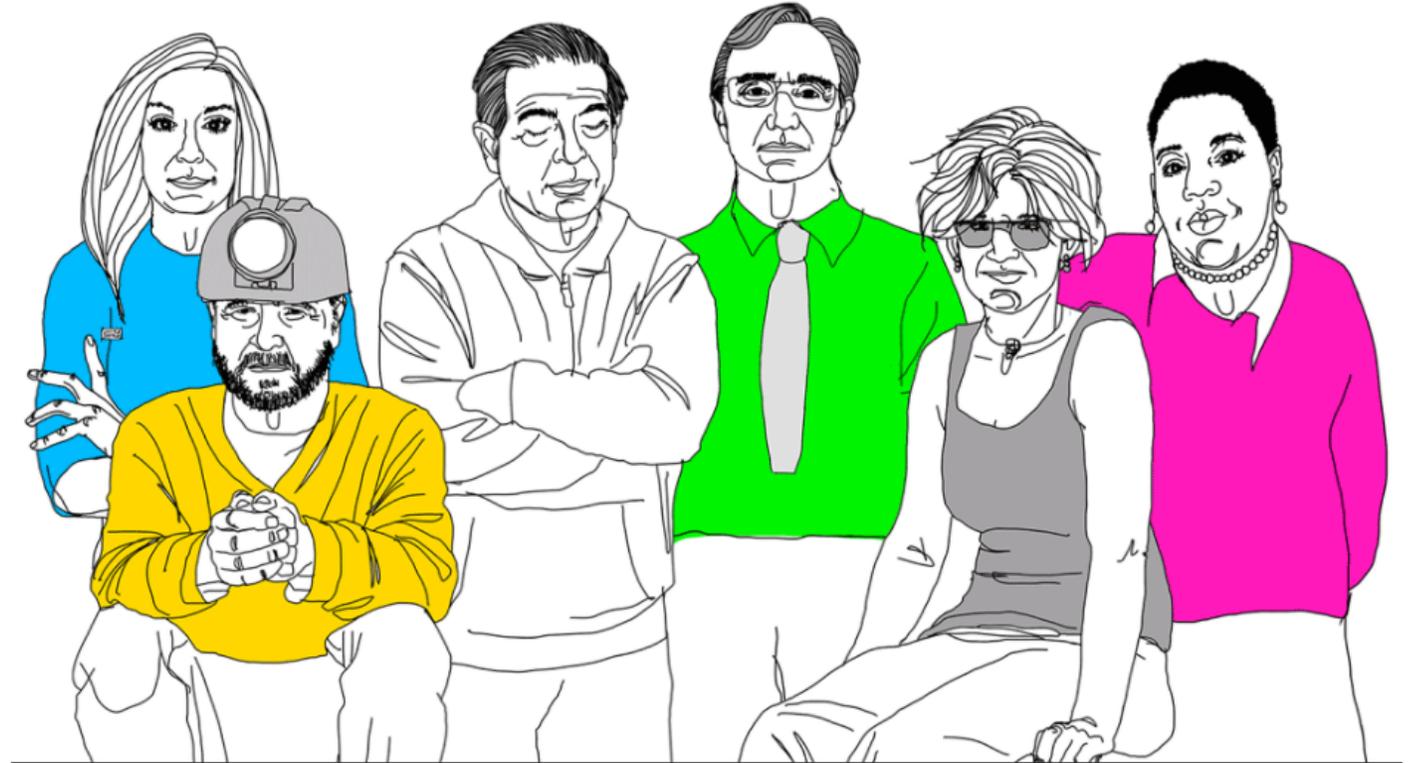
### The Meteorologist

Jennifer Rukavina, 38, Paducah, Ky.

When Jennifer Rukavina became a television meteorologist, she noticed her colleagues were divided into two camps: believers and nonbelievers. Ms. Rukavina didn't know at first which camp she fell into, but she certainly wasn't "convinced" about climate change.

As a group, meteorologists are no more or less likely than the general public to say that humans are the primary cause of climate change. In the early 2000s, when Ms. Rukavina began her career, Al Gore, the former vice president and climate change activist, had just released his film "An Inconvenient Truth." The split among her colleagues, Ms. Rukavina said, was largely focused around the political "theater" surrounding the film, which experts often describe as a flash point in the deepening partisan divide on climate change.

<https://www.nytimes.com/interactive/2018/02/21/climate/changed-minds-americans.html>



"I decided that I needed to educate myself, because the meteorologist is often viewed as the station scientist," Ms. Rukavina said. In 2008, she attended her first **Glen Gerberg Weather and Climate Summit** – a meeting of weathercasters and climate scientists – in Colorado. After hearing from the scientists themselves, Ms. Rukavina said, she changed her mind.



## WPSD-TV Chief Meteorologist

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How Six Americans Changed Their Minds About Global Warming



# Previous Summit Feedback...



*“The summit helps me immensely. I receive great information about weather and climate topics that enhance my expertise at the station and with my audience. It's tough to really put into words how valuable all of this really is. I feel very fortunate to have been an attendee a number of times already and I hope that the opportunity to attend again is extended.”*

*Howard Bernstein, WUSA-TV9 Washington, DC*

*“There's no conference or meeting I attend that I feel like I get more out of than the Glen Gerberg WX & Climate Summit. Not only do the talks keep me informed on the latest in weather and climate information, but It creates relationships that I bring back to my viewers and followers back in the Carolinas. I can call on them at any time to help me add facts, context, and perspective to the weather and Climate matters that are affecting them.”*

*Brad Panovich, WCNC, Charlotte, NC*

*“The presentations at this conference ensure we are up-to-date on the latest weather and climate information. The fact that we get to share this information with our viewers via satellite live shots makes us stand out in our local markets as true leaders!*

*Cheryl Nelson, TV Host/Meteorologist, CBM and Cummins Weather & Preparedness Advisor*

*“The Glen Gerberg WX and Climate Summit not only allows professional meteorologists direct access to some of the most cutting edge research on climate science and the researchers behind the data, it encourages public engagement and education through daily free access live streaming, town halls, and direct Q&A sessions. The Summit allows for a level of collaboration among experts that is rarely possible in our daily operations considering that many of us work for competing station ownership groups from across the country. Simply put, this conference breaks down barriers that exist between the scientists, the general public, the quest for knowledge, and the very latest there is to know about our warming planet.*

*Todd Santos, WIVB, Buffalo, NY*

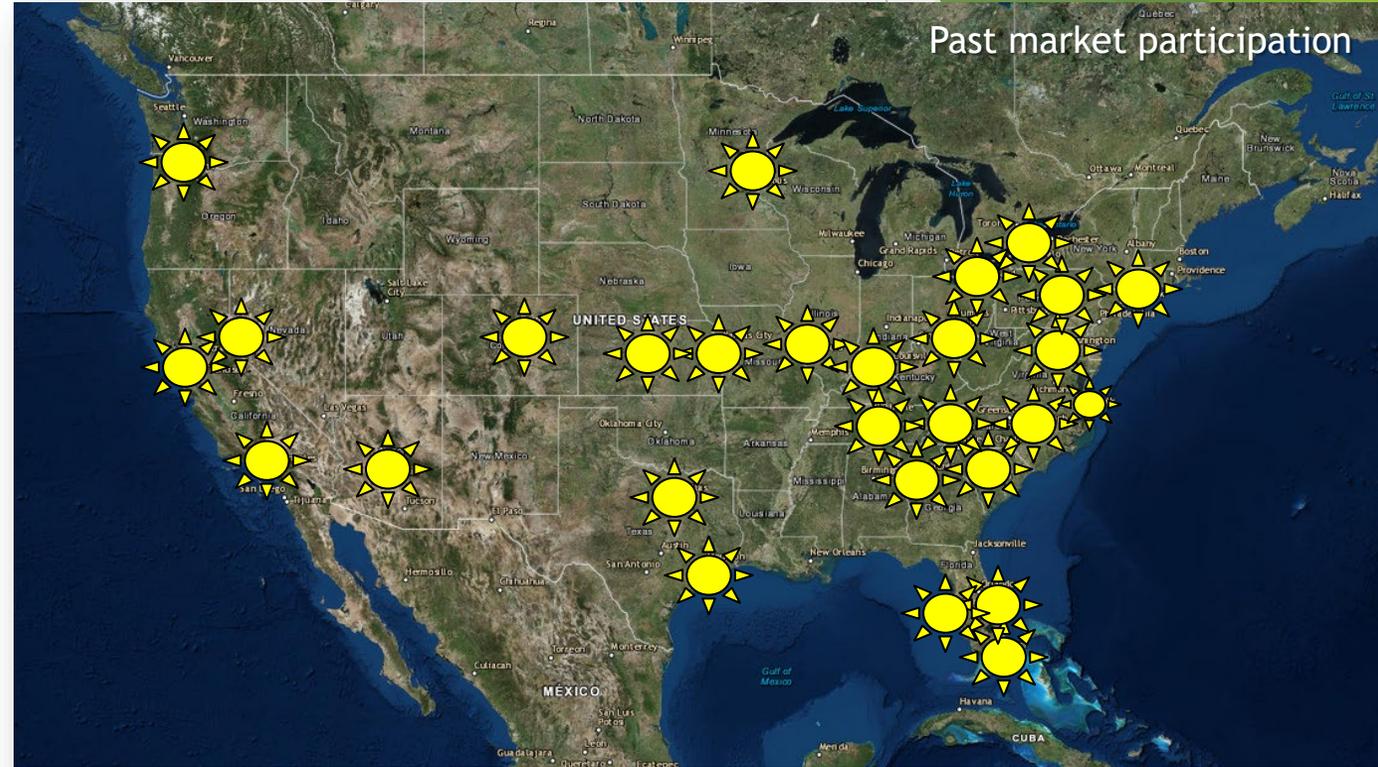


# 2019 Summit: A Major Hit with a Huge Audience

## THE NUMBERS 2019

- Conducted a record 57 LIVE broadcasts;
- Reached markets with more than 100 million TV households;
- Reached more than 2 million people through the LIVE stream;
- Reached more than 5 million people via social media engagement.
- All with 15-20 broadcast meteorologists

## Nationwide coverage Weather & Climate Summit



Attendees from all network affiliates and cable networks have attended and broadcast LIVE



# The Summit Experience

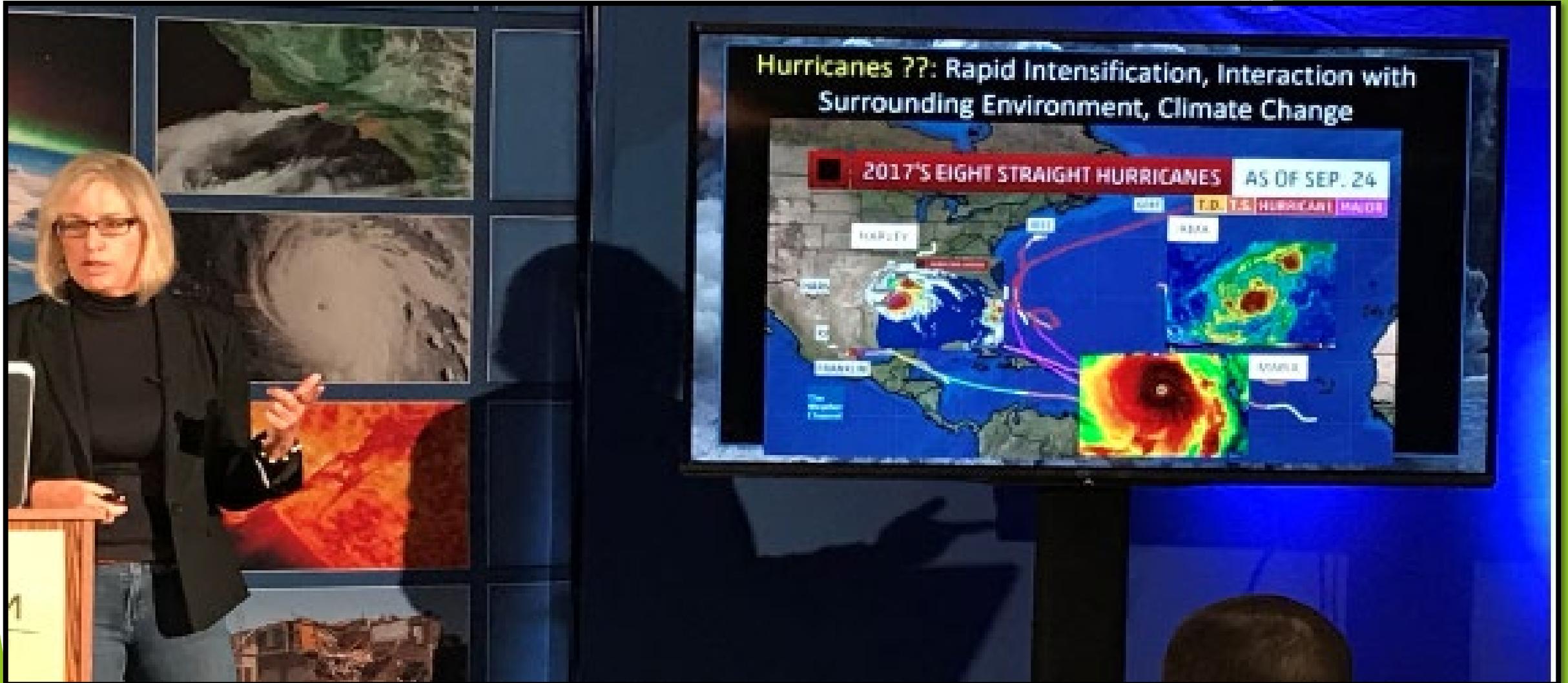
- 3-4 days of presentations (plus 1 day on either side for travel)
- Live streamed, Morning weather briefing followed by 2 - 3 presentations/discussions (60-90 minutes for each talk including questions)
- All presentations streamed LIVE, digitally recorded & made available for later viewing
- Attendees actively posting on social media, driving followers to LIVE stream
- Afternoons for story production, LIVE broadcasts and interviews
- LIVE interaction with speakers or broadcast meteorologists via social media with viewers
  - i.e. Twitter, Facebook Live, Instagram
- Evening Town Hall meeting for residents/locals (local topic)
- Collaborative dinners for speakers, sponsors & broadcasters
  - Sponsored dinners around town: Host, Town, Sponsor

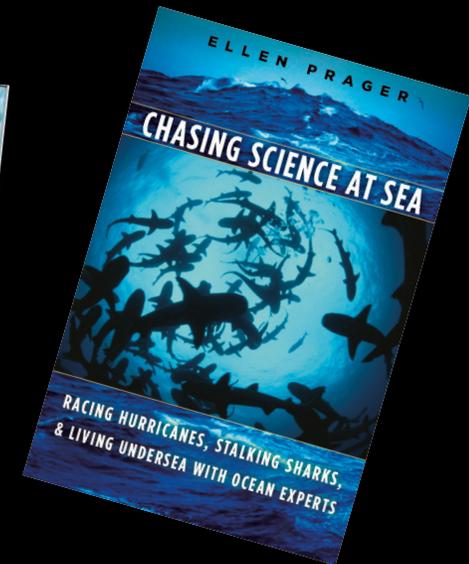
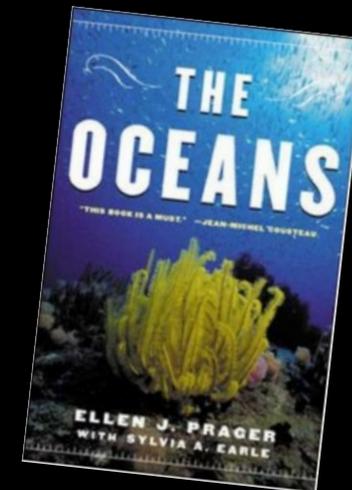
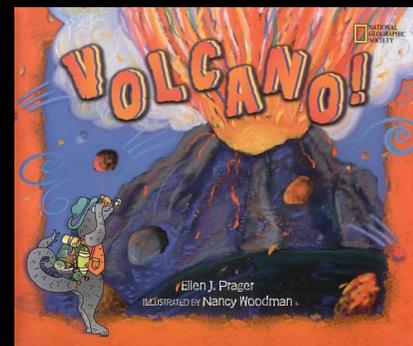
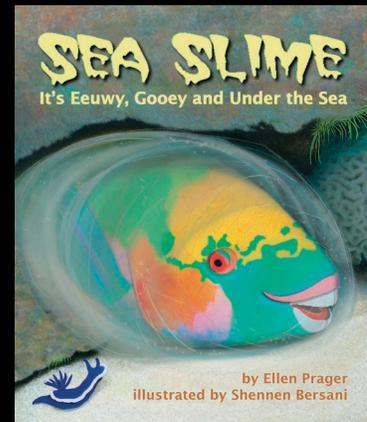
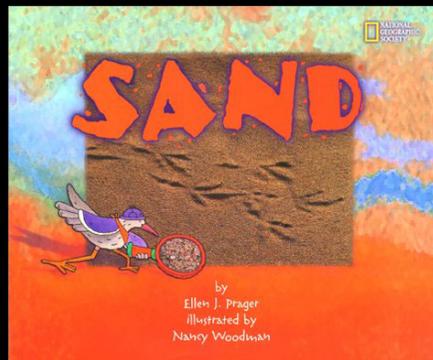
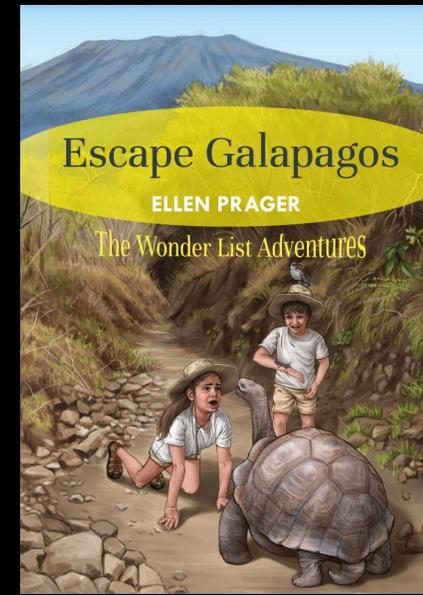
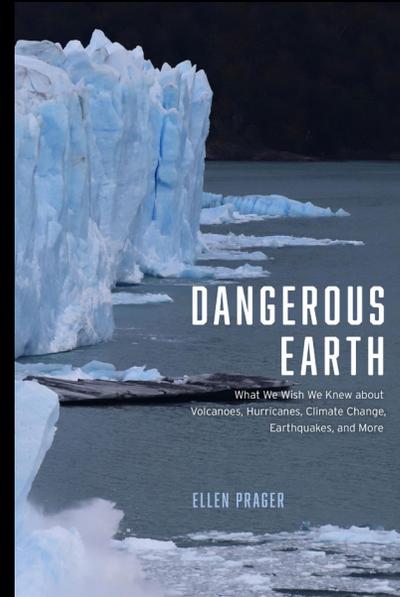
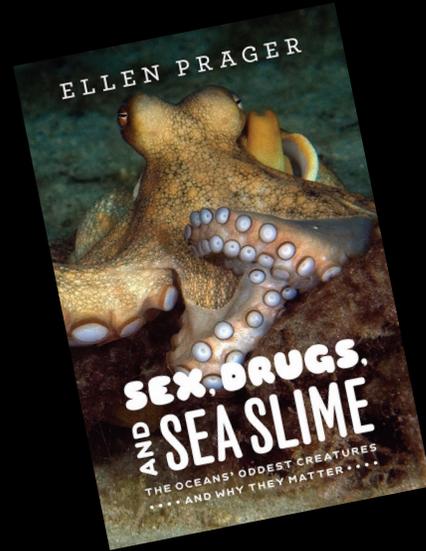
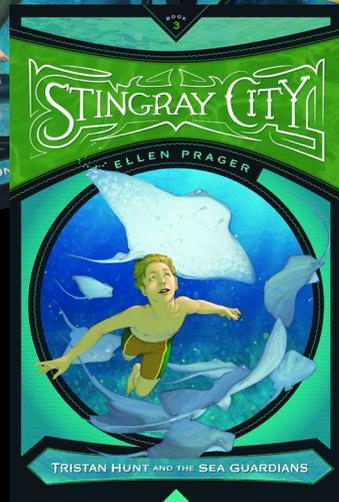
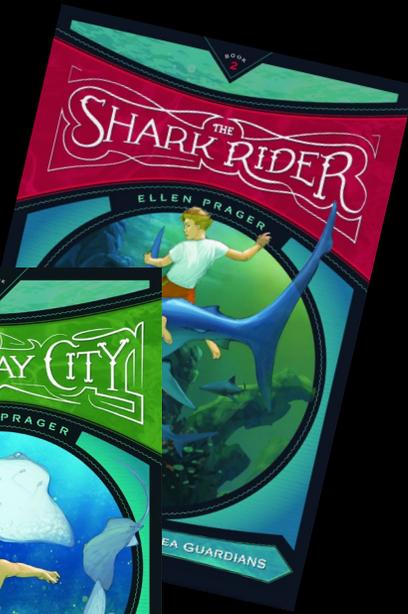


# Summit Flashbacks...

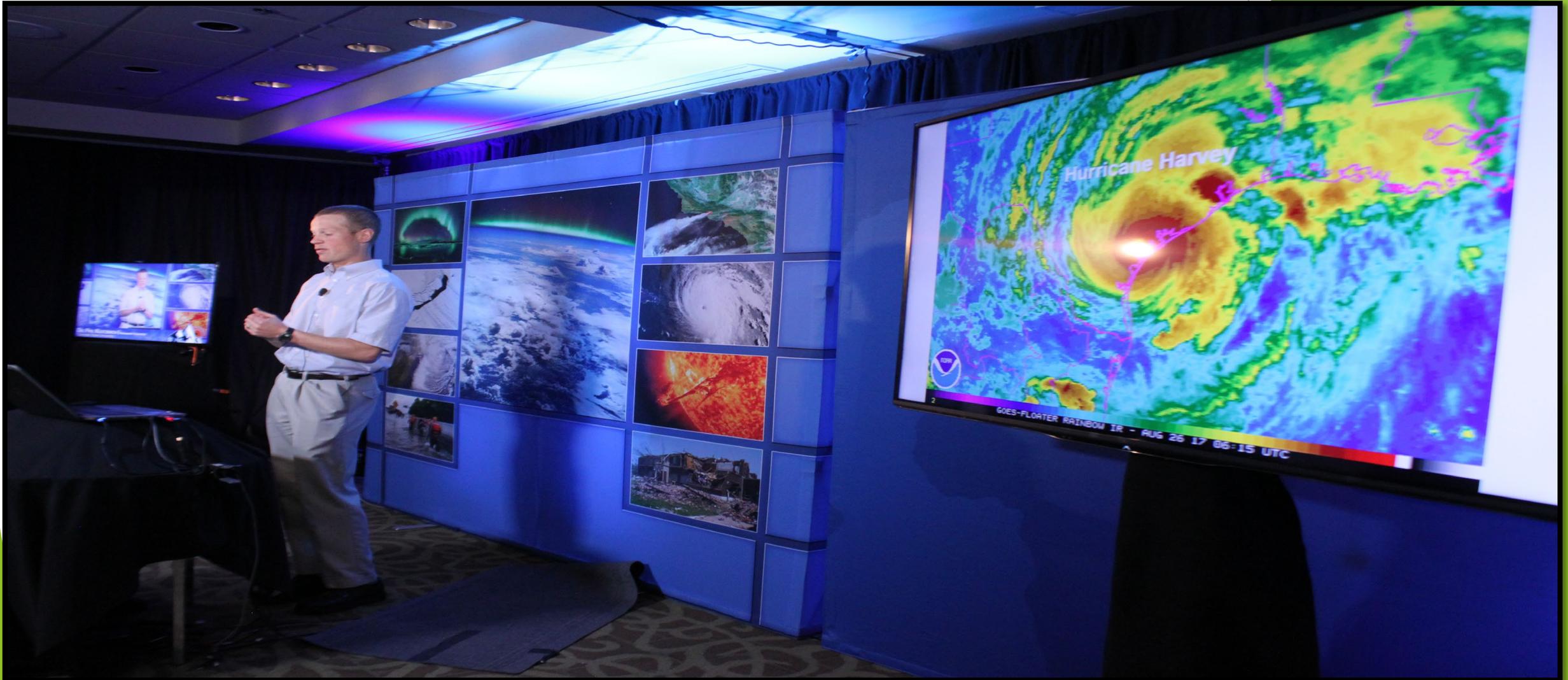


# Summit Flashbacks...





# Summit Flashbacks...



# Summit Flashbacks...



# All Presentations Recorded for Access at Any Time

ALL

Weather and Climate Summit, Day 2 - Dr. Lika Guhathakurta  
StormCenter Communications  
134 views • 2 years ago

Weather and Climate Summit, Day 2 - Bob Rutledge  
StormCenter Communications  
599 views • 2 years ago

Weather and Climate Summit - Town Hall  
StormCenter Communications  
109 views • 2 years ago

Weather and Climate Summit Day 3 - Heath Hooker  
StormCenter Communications  
91 views • 2 years ago

Weather and Climate Summit - Rick Knabb  
StormCenter Communications  
1.1K views • 3 years ago

Weather and Climate Summit - Day 2, Greg Carbin  
StormCenter Communications  
1.1K views • 3 years ago

Weather and Climate Summit - Day 3, Dr. Jim White  
StormCenter Communications  
1.4K views • 3 years ago

ALL

GOES-R Workshop - Greg  
28:22

GOES-R Workshop - William  
34:34

GOES-R Workshop - Tim  
40:18

GOES-R Workshop - Steve  
34:22



*“By working together we can engage and inform people about extreme weather, climate change science, its impacts, and how to be better prepared, while also attracting visitors to host venues and town.”*

*Organizing Committee*



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**WRN**  
WEATHER-READY NATION



Looking to add something like this...

“...and our leave-behind is a robust treasure-trove of climate science content to incorporate into the classroom developed by members of the CLEAN...”



#### Search CLEAN by keywords, grade level, and/or resource type

There are many ways to search the entire CLEAN collection. Type in a keyword, or click on the filter options, and off you go!



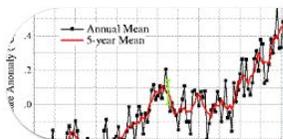
#### Browse CLEAN by NGSS

Resources are aligned by NGSS grade level bands, content, and all four NGSS categories (DCI, PE, SEP, CCC).



#### Climate and energy education support

Use the 'Teaching Climate' and the 'Teaching Energy' guides for instructional support in teaching about climate and energy topics. These pages include pedagogic strategies, ideas for bringing these topics to life in your classroom, and top resources.



#### Design your own climate and energy units

Create your own custom unit lessons using the NGSS-aligned planning template and tools, plus use the three classroom-ready unit examples.



# Broadcast Meteorologists Need...

- ▶ To increase their engagement
- ▶ To get more involved in the community
- ▶ To visit and engage with more classrooms
- ▶ Increase their social media use and reach
- ▶ To expand their education in climate science to keep up with the latest research
- ▶ Help in generating and using more climate science content on-air (Kudos to Climate Central - Great resource)
- ▶ To do more with less resources (Stations cutting back on budgets)
- ▶ To build upon their position as a community trusted scientist



# While also being asked ...

- ▶ To participate in Zoom meetings/webinars or workshops with local NWS
- ▶ To do science/environmental stories on our own
- ▶ To do school visits on their own time (before or after their shifts)
- ▶ To pay their own way to weather conferences and use vacation time to attend
- ▶ Do other activities to maintain professional certifications (AMS CBM, NWA) for continuing education credits
- ▶ Mets are asked for talk about geology (earthquakes) and astronomy (meteor showers and aurora borealis)
- ▶ We may not have a lot of training in these topics ...



# The Challenge...

- ▶ To add climate education and implementation plan to regional and national summits
- ▶ To engage local teachers/schools to implement those plans
- ▶ Lead broadcast meteorologists to interview teachers/school superintendents about their efforts to teach climate science
- ▶ Provide resources for other teachers around the nation to access (CLEAN) and implement
- ▶ Increase awareness of Live stream for all to watch - through CLEAN members
- ▶ Presentations recorded and available perhaps offered through CLEAN



# Contact

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Previous Glen Gerberg Weather &  
Climate Summit Promo (Click to view)

<https://youtu.be/noF48Nqyx1Y>

