

3 Stations, 1 Year

Different Approaches to Using Climate Matters Materials On-air and Online

Rob Eicher, CBM, *currently* at WHDH-TV Boston

With thanks to George Frederick Jr, CCM, of Falcon Consultants for the cool PowerPoint design theme!



- * NO Consultants. NO Coaches. NO Research.
- * VERY Open to Trying Anything, Especially if it was Different!
- * Creativity Encouraged!
- * Daily Facebook Videos Strongly Encouraged
- * Strangely, Web Content Discouraged

* WJZY Charlotte, NC
Fox O&O



*Winter loses its cool

<http://bit.ly/2163M8N>

*Days Above 95

<http://bit.ly/1PgngRU>

*Western Wildfires

<http://bit.ly/1Y73KhF>

*Pollen

<https://www.facebook.com/RobEicher/videos/1087564781260984/>

*WJZY Charlotte, NC
Fox O&O



*Feedback

- *Management LOVED it!
- *I got a reputation in the newsroom for my “fancy” and “colorful” graphics
- *Comments from viewers were few and far between
 - *Often mixed (guessing 25% negative, 50% neutral, 25% positive)
 - *In general, surprisingly positive for a very “red” state

*WJZY Charlotte, NC
Fox O&O



- * Deviation from prescribed format entirely unacceptable.
- * Creativity and personality strongly discouraged on-air!
 - * Was once reprimanded for saying “happy Friday”
- * Interesting and creative content strongly encouraged on social media!

* **WFXT Boston, MA**
Cox Owned, Fox Affiliate



*2 Degrees C at COP 21

<https://www.facebook.com/RobEicher/videos/1233719766645484/>

*WFXT Boston, MA
Cox Owned, Fox Affiliate



*Feedback

- *Non-existent from news management
- *Web managers loved it
- *Chief met was encouraging
- *Comments from viewers were few and far between
 - *Often mixed (guessing 25% negative, 50% neutral, 25% positive)
 - *In general, surprisingly negative for a very “blue” state

*WFXT Boston, MA
Cox Owned, Fox Affiliate



- *Time is the biggest on-air constraint
- *Daily weather/science blogs on station website
STRONGLY encouraged
 - *Any subject OK!
 - *Blogs usually promoted by station through social media

*WHDH Boston, MA
Sunbeam Owned, NBC Affiliate
(for now!)



*Spring coming earlier

<http://whdh.com/news/spring-coming-earlier/>

*Earth Day

<http://whdh.com/news/happy-belated-earth-day/>

***WHDH Boston, MA**
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(for now!)



*Feedback

- * Non-existent from news management
- * Web managers love it!!
- * Entire met team very encouraging
- * Comments from readers are more frequent and often positive
 - * “Rob Eicher’s most recent weather blog is REALLY interesting about climate change and the early arrival of spring. In my book, it’s a “must read” so check it out...”
 - * “This was a really interesting blog, Rob! I’m a #spring lover, but concerned about impacts of #climate change. 🌸🔥”
 - * “Good stuff, as usual. I always learn something new and interesting.”

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*Most frustrating feedback ever...

SPOILER ALERT!!!

<https://twitter.com/CBMRob/status/726963695167877120>

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