Climate Matters Workshop
Best Practices Panel
March 4, 2016
TV Meteorologists are Uniquely Positioned

- Scientists
- Skilled communicators
- Large & dedicated audiences
- Weather is how many experience climate change

Market Share Opportunities:
- Public is looking for answers
- Chance to stand out as a scientist
Article 12

Parties shall cooperate in taking measures, as appropriate, to enhance climate change education, training, public awareness, public participation and public access to information, recognizing the importance of these steps with respect to enhancing actions under this Agreement.
Climate Matters History

- **2010:** Started with 1 meteorologist (Columbia, SC)
- **2012:** Climate Central launched full-time, national program
- **2014:** Expanded into Spanish language
- **Today:** 314 mets, 202 stations, 111 markets
Climate Matters: What We Offer

• Weekly climate science analyses and TV-ready material, localized to each market
• Digital content – Wxshift.com and online interactivity
• Breaking weather and climate news updates
• Scientific and TV production support
• Ongoing education opportunities (webinars, workshops)
Have to find the way that works best for you!

• Your station management
• Your show time
• Your audience
Bringing Climate Change into Your Wxcast

- Add more science on a quiet weather day
- Connect with extreme weather
- Give the broader climate context to a big national story
Bringing Climate Change into Your Wxcast

- A-block hit
- Drop right into weathercast
- Longer news story
- Regular, branded series (weekly, monthly)
- Add to a seasonal or anniversary special
- Promote other platforms (social media, website, etc.)
- Special webcasts
Kearny River Fire

- Next live update from firefighters at 7 a.m.
- All the latest developments on abc15.com and ABC15 Mobile

FEMA' Grants Disaster Relief Funds
Up to 75% of eligible costs will be reimbursed
Fewer cold nights
10 fewer cold nights at or below 32° on average since 1970
Tons of examples:
• Climate Matters Facebook Page
• Mets in Action (Climate Matters)
• Local, timely climate trend with everyday weather
• News & video – connecting current weather to bigger climate picture
• Climate change indicators
• Quick access climate info & turn-key digital content
• Expert bloggers in WXcommunity...we want YOU!
Junes in Austin are heating up

84°
Mostly Cloudy
Junes in Austin are heating up

TODAY:
Expect a chance of light rain showers through 4 AM with temperatures falling to the lower 80s in the morning.

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JUNE TEMPERATURE TRENDS IN AUSTIN

MORE LOCAL CLIMATE
Explore local climate change.

SELECT ONE:

OHIO VALLEY (CENTRAL)
OR
SELECT A STATE
OR
ENTER A ZIP CODE
OR
HIGH TEMPERATURE

Precipitation Since 1970
Climate Indicators

Learn more about the 10 key indicators of a warming climate
Resources & Tools

Climate Central

- climatecentral.org
- climatecentral.org/climate-matters
- climatecentral.org/climate-matters-spanish-edition
- climatecentral.org/workshops-and-webinars
- WXshift.com
- http://sealevel.climatecentral.org/

Climate Matters Facebook page

Twitter & Facebook: Climate Central, WXshift
Resources & Tools

• NASA (Joe): Complete site for broadcasters, active social media
• NOAA - climate.gov
• WMO
• National Climate Assessment
• IPCC
• Local Universities
• Earth Gauge – NEEF
Upcoming Opportunities

• Tons of summer heat analyses (new and old)
• New Climate Central analyses: Lightning, air quality, wildfires
• Olympics (August 5)
• 100th birthday of National Parks (August 25)
• NOAA/NASA monthly data updates (mid-month)
#2Hot2Ignore
• Big annual events
Join Us...

#2Hot2Ignore

Use this # around monthly global temperature release communications.
Thank You!

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