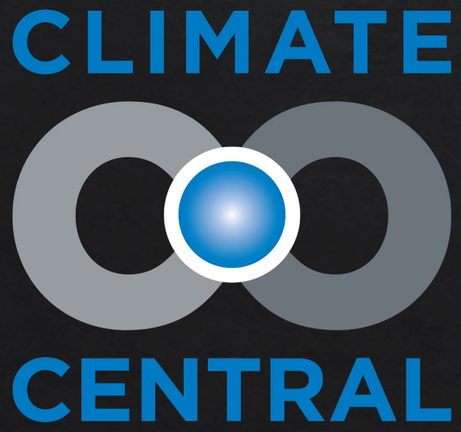
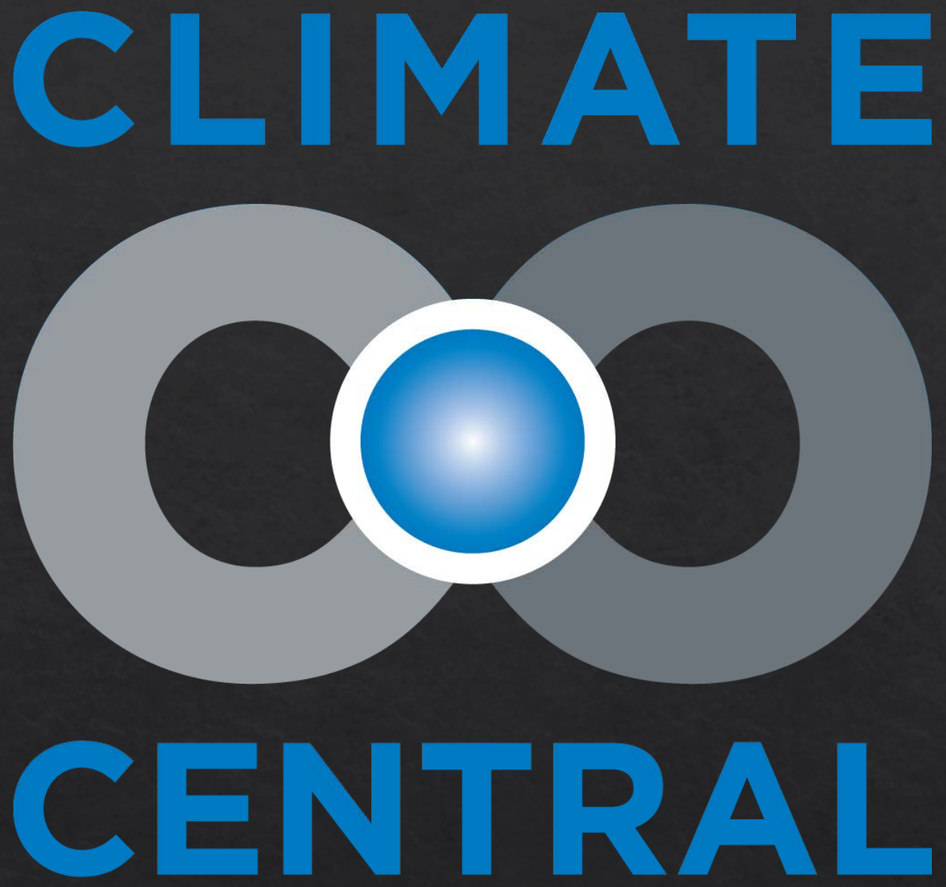
Climate Matters Workshop

Best Practices Panel

March 4, 2016





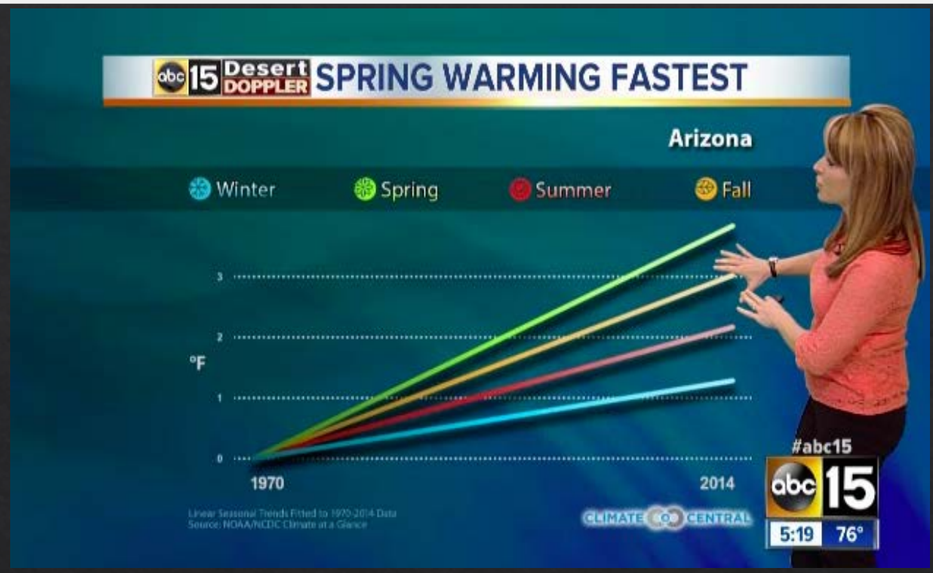
AMS Short Course – Austin

Best Practice Panel

June 14, 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

CLIMATE CENTRAL

COP21 – Paris Climate Change Agreement

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.

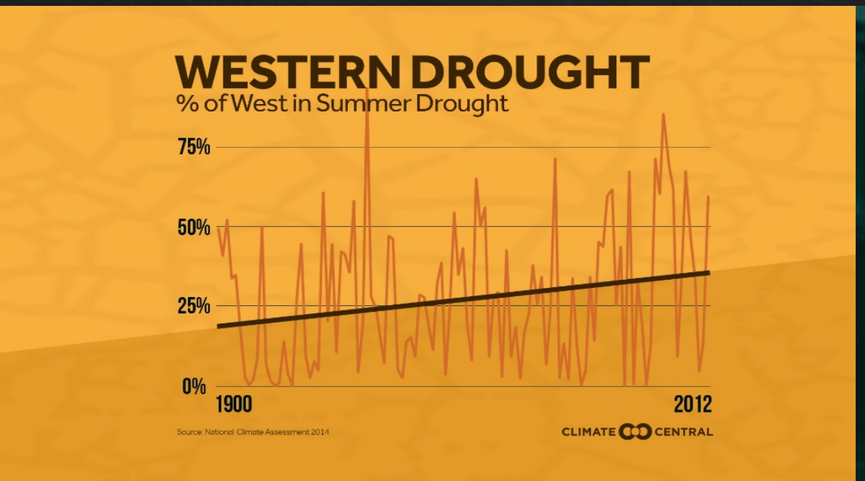
CLIMATE CENTRAL

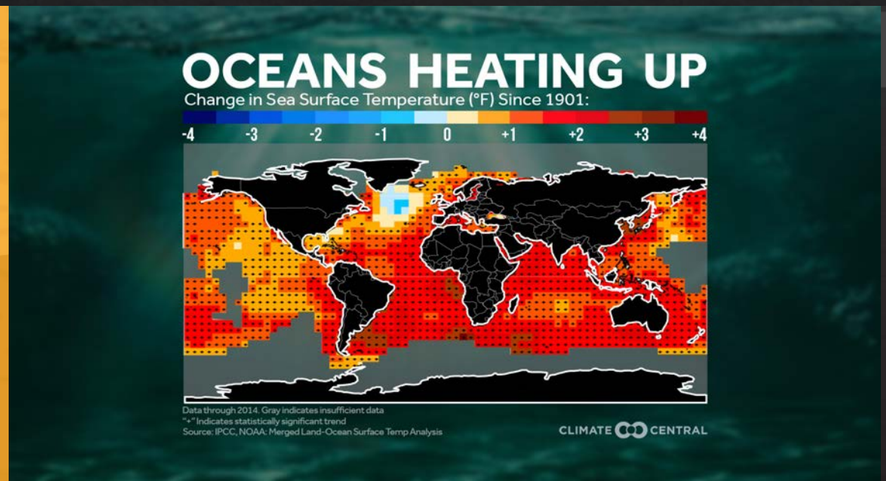
Climate Matters History

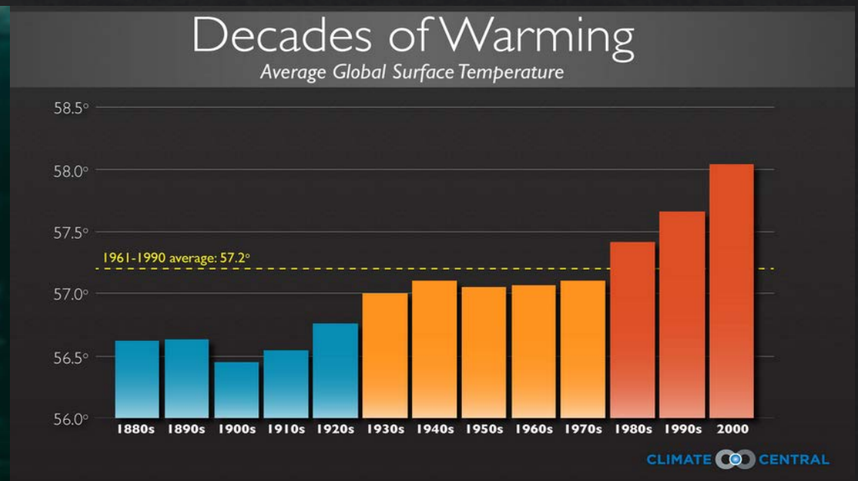
- 2010: Started with 1 meteorologist (Columbia, SC)
- 2012: Climate Central launched full-time, national program
- 2014: Expanded into Spanish language
- Today: 314 mets, 202 stations, 111 markets

Climate Matters: What We Offer

- Weekly climate science analyses and TV-ready material, localized to each market
- Digital content – Wxshift.com and online interactives
- Breaking weather and climate news updates
- Scientific and TV production support
- Ongoing education opportunities (webinars, workshops)



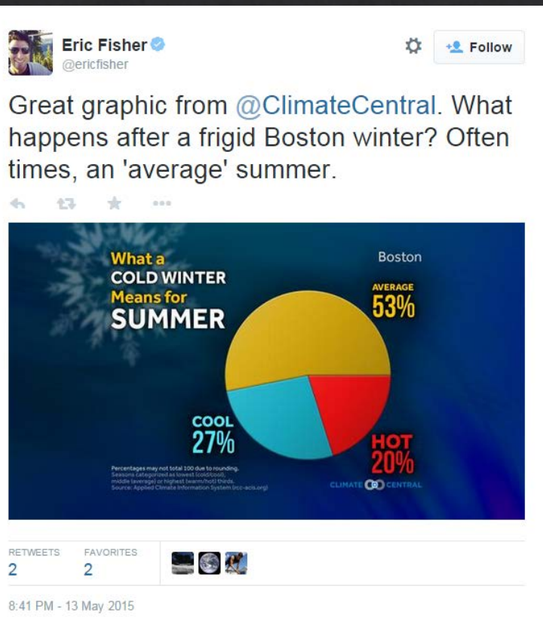




Bringing Climate Change into Your Wxcast

Have to find the way that works best for you!

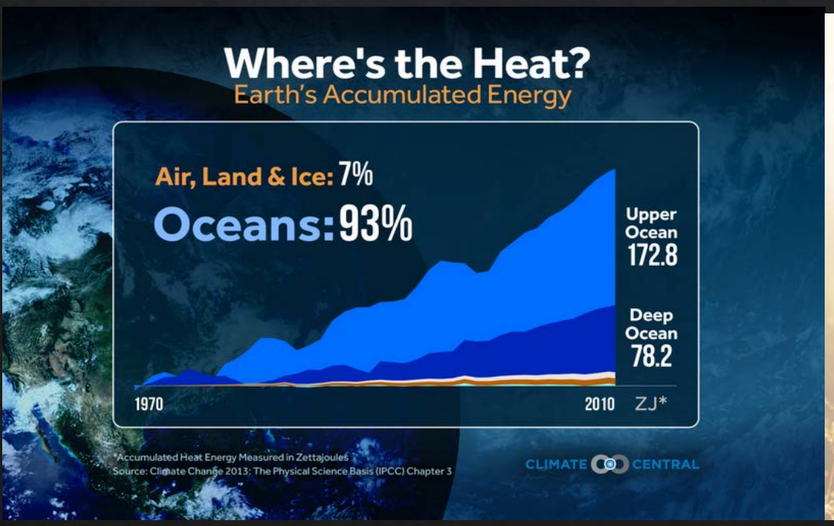
- Your station management
- Your show time
- Your audience

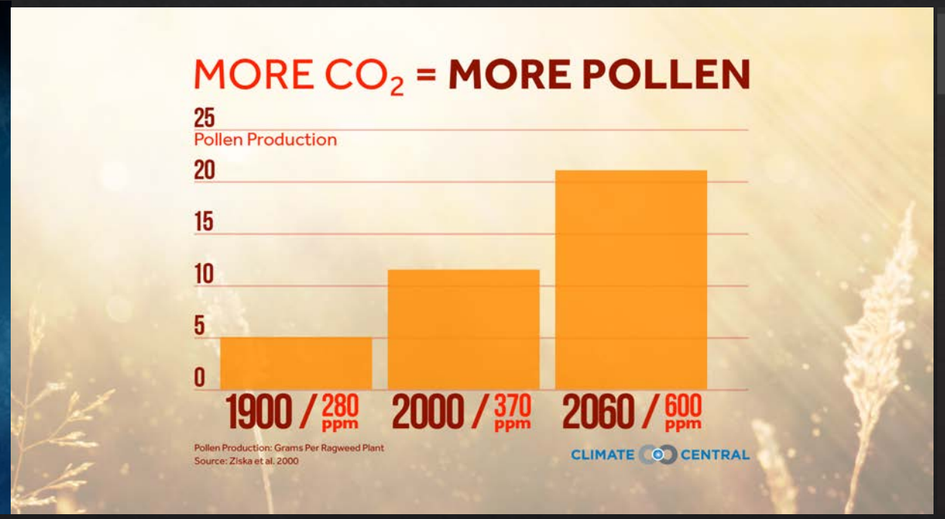


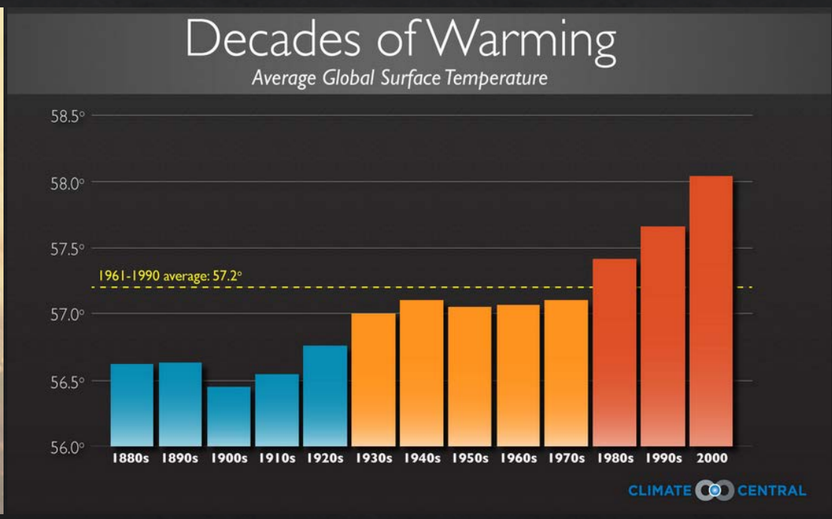
CLIMATE CENTRAL

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







CLIMATE CENTRAL

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

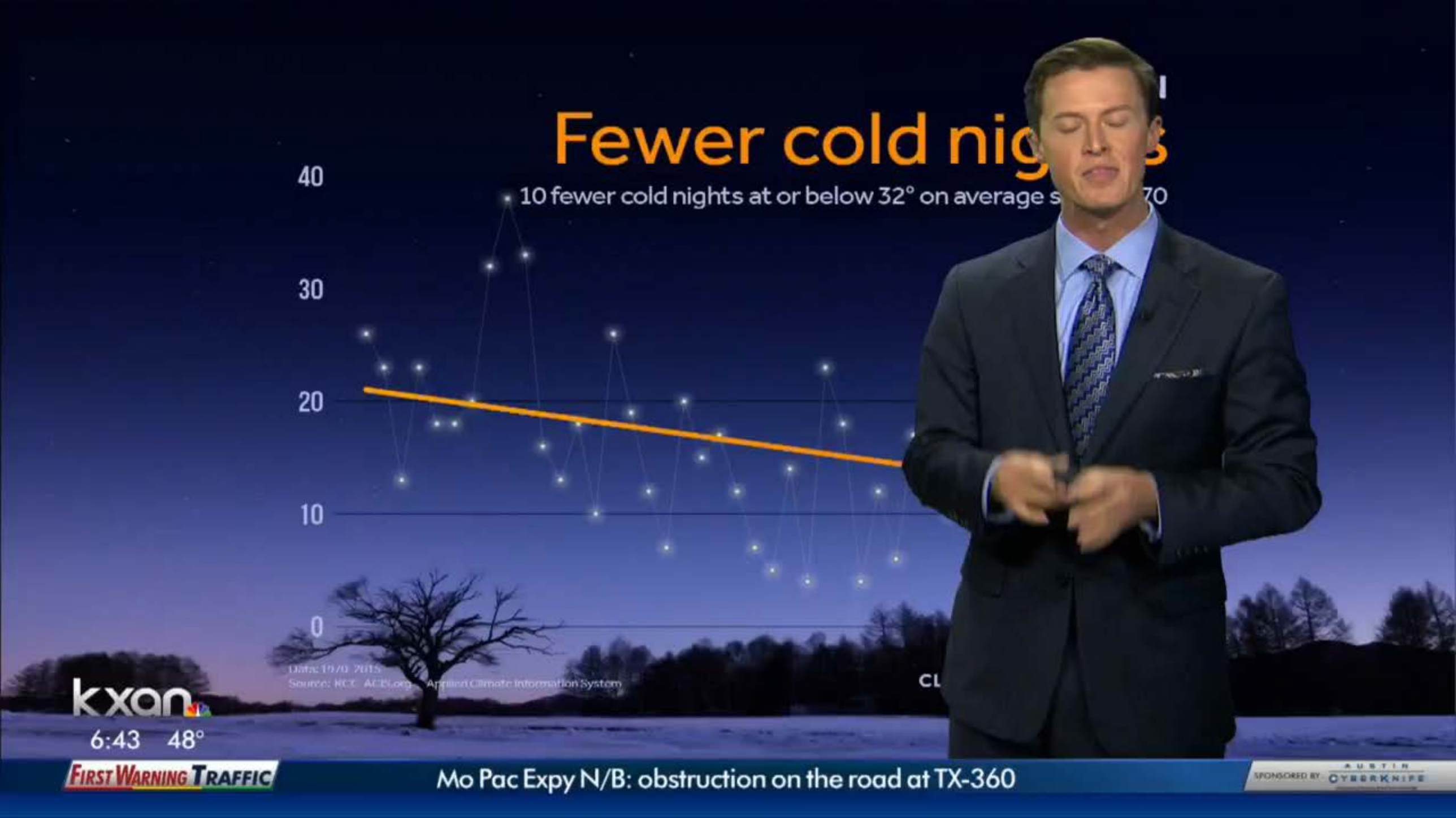
KEARNY RIVER FIRE

C15

'FEMA' GRANTS DISASTER RELIEF FUNDS

UP TO 75% OF ELIGIBLE COSTS WILL BE REIMBURSED

abc 15 ARIZONA


Fewer cold nig s
10 fewer cold nights at or below 32° on average s 70
40
30
20
10
0
Source: NCE ACIS.org Applied Climate Information System
kxan
6:43 48°
FIRST WARNING TRAFFIC
Mo Pac Expy N/B: obstruction on the road at TX-360
SPONSORED BY AUSTIN CYBERKNIFE

4WARN

STAY SOCIAL
WSMVLISASPENCER

Columbia Academy - TN

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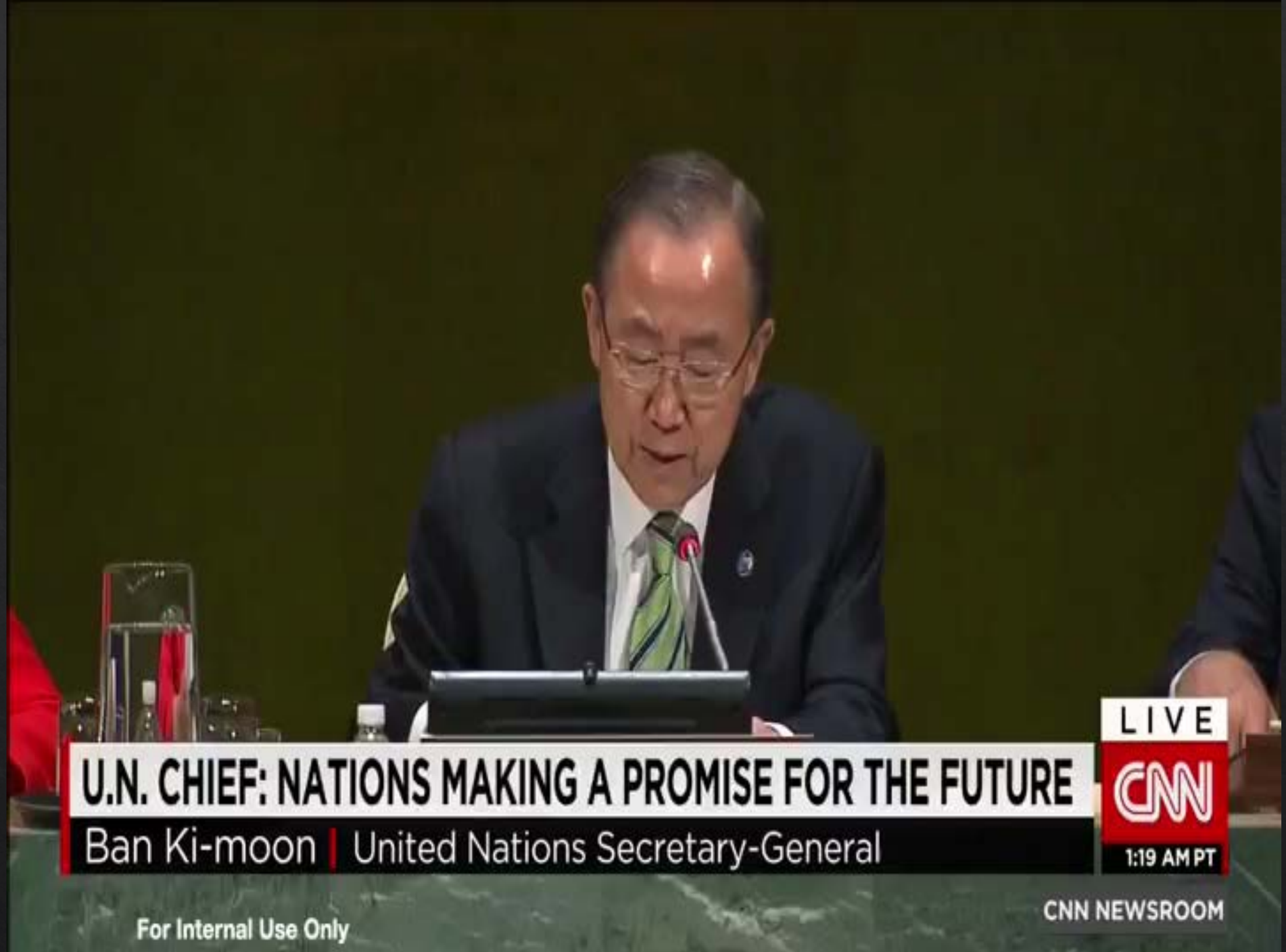
U.N. CHIEF: NATIONS MAKING A PROMISE FOR THE FUTURE
Ban Ki-moon | United Nations Secretary-General
LIVE
CNN
1:19 AM PT
CNN NEWSROOM
For Internal Use Only

For Internal Use Only

51°
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NEWS 12

FINANCE: | NASDAQ : -21.53 4,871.76

Tons of examples:

- Climate Matters Facebook Page
- Mets in Action (Climate Matters)

wxshift

Connecting Weather & Climate

- 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!

CLIMATE CENTRAL

wxshift

Enter a city or zip code

HOME NEWS CLIMATE CHANGE

Your location: AUSTIN, TX

↑93° ↓75° / Feels Like 93°

84°

Mostly Cloudy

FORECAST

Junes in Austin are **heating up**

SHOW ME

Month-to-date Precip	Today's Averages	2050 Projections*	Today's Coldest Spot	Today's Hottest Spot	Global Temp Above Average
2.3"/2.2"	92°/72°	95°/75°	24°	105°	377
Current Average	High Low	High Low	Stanley, ID	Death Valley, CA	Consecutive Months

wxshift

Enter a city or zip code

HOME NEWS CLIMATE CHANGE

Your location: AUSTIN, TX

↑93° ↓75° / Feels Like 93°

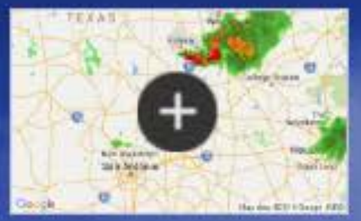
84°

Mostly Cloudy

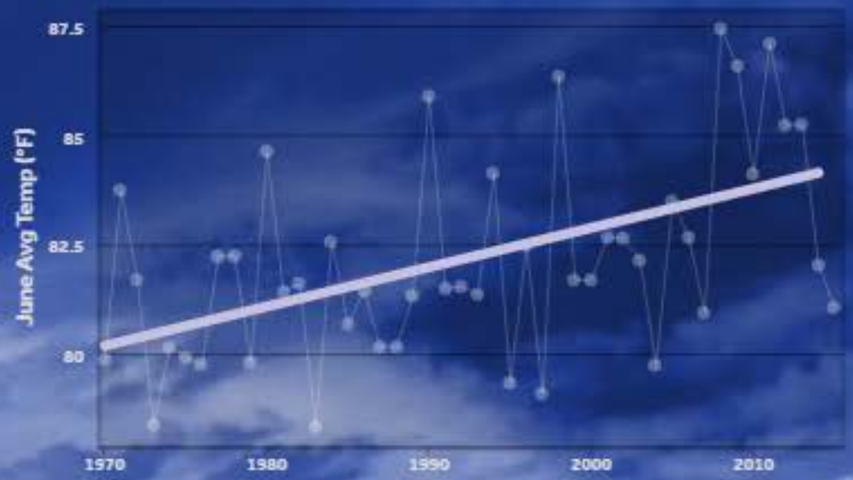
TODAY:
Expect a chance of light rain showers through 4 AM with temperatures falling to the lower 80s in the morning.

TONIGHT:
75°
24%

TOMORROW:
93°
20%



Junes in Austin are **heating up**



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

HIGH TEMPERATURE

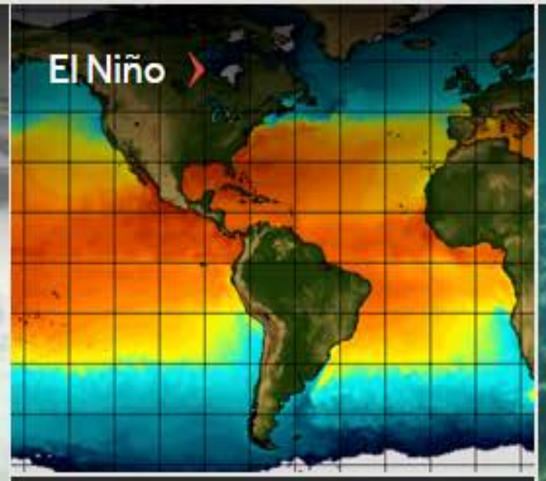
SELECT A REGION
NORTHEAST
NORTHERN ROCKIES AND PLAINS (WEST NORTH CENTRAL)
NORTHWEST
OHIO VALLEY (CENTRAL)
SOUTH
SOUTHEAST
SOUTHWEST
UPPER MIDWEST (EAST NORTH CENTRAL)
WEST
NATIONAL (CONTIGUOUS 48 STATES)

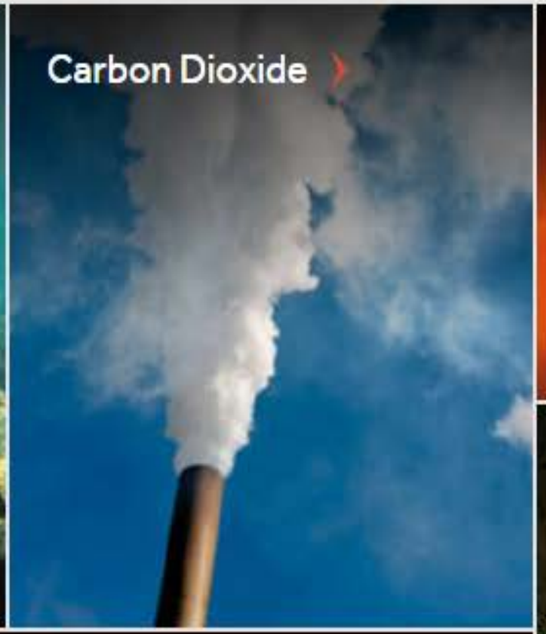
Precipitation Since 1970

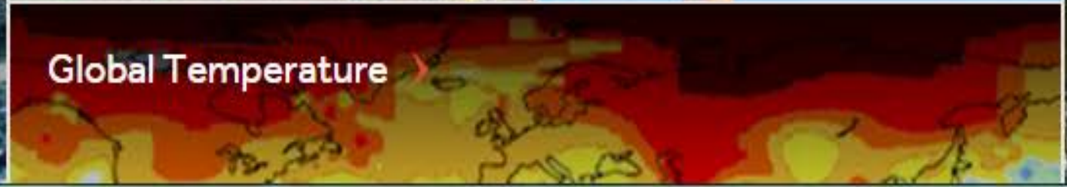
CLIMATE CENTRAL

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

CLIMATE CENTRAL

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!

- Bernadette Woods Placky
  bplacky@climatecentral.org
- Sean Sublette
  ssublette@climatecentral.org

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