

5th Annual Southeast Severe Storms Symposium Mississippi State University

Agenda for Broadcasters Workshop
Friday March 3, 2006

7:30 a.m.

Doors Open
On-Site Registration
Coffee and Pastries



❖ If participating in the Tape Swap, please submit / check your tape in at the Registration Desk.

8:30 – 8:40 a.m.

Opening Remarks

Wayne Verno, M.S, Director of On-Campus Broadcast Meteorology, Mississippi State University

Session 1 - The Television Weather Business

Session Chair: Dave Nussbaum, WBRZ, Baton Rouge, LA

8:40 – 9:15 a.m.

Josh Johnson
Chief Meteorologist, WTOK-TV, Meridian, MS

"Congratulations, you're hired! Now what?"

Here are some "out of the box" strategies you can implement to be successful in your first (or new) job.

9:15 – 10:15 a.m.

James Spann
Chief Meteorologist, ABC 33/40, Birmingham, AL

"Surviving As A Broadcast Meteorologist In The Post-Broadcasting, New Media World"

I will make some very important points on the state of the broadcast industry; where we have been, and where we are going. This will be extremely important for everyone, especially young meteorologists and students. The existing broadcast model (both radio and television) is dying, and the business will never be the same. But, technology is not the enemy; it is the answer!

10:15 – 10:30 a.m.

Break

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10:30 – 11:00 a.m.

Bernie Rayno
Video Operations Manager/Meteorologist, AccuWeather, State College, PA

"Preparing and Giving a National Broadcast"

I began my career at AccuWeather in 1990. In my current position my duties have ranged from numerous appearances on national Networks such as NBC, CBS, ABC, FOX NEWS, CBN and MSNBC (including Good morning America, O'Rielly Factor and Dayside) to performing radio interviews to appearing on streaming video on AccuWeather.com. I have learned (the hard way) that these broadcasts are much different than the "normal" weather broadcasts. I will talk about these types of broadcasts, as well as provide tips to students about being ready to go into the television market.

11:00 – 11:30 a.m.

J.B. Elliott
Forecaster, The Weather Company, Birmingham, AL
Severe Weather Coverage Cox Radio Group

"A close Look at a Birmingham F5 Tornado in April 1977, how times have changed, and a look at unusual happenings in a 32 year career in the USWB and NWS"

The main part of my presentation will be the F5 Tornado across Northwest Birmingham in April, 1977. Known as the "Smithfield Tornado", I photographed the damage both on the ground and from the air. I will take a closer look at some of these shots from the air and point out some interesting stuff. The second part of the presentation will also be about how far we have come since that time in communications and technology. Finally, I will have a selection of humorous events that occurred during my 32 years with the National Weather Service (NWS).

11:30 – 12:45 p.m.

Lunch

Provided courtesy of **Akerman Senterfitt Attorneys at Law**, Miami, FL



Session 2 - The Severe Weather Challenge - Hurricane Katrina
Session Chair: Nathan Moore, KCAU, Sioux City, IA

12:45 – 1:15 p.m.

Josh Johnson
Chief Meteorologist, WTOK-TV, Meridian, MS

"Covering Katrina: A Small Market Perspective"

An informal discussion of ways to make the most out of the limited resources available to many small market television stations during the coverage of major severe weather events, specifically, how we handled Hurricane Katrina coverage.

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1:15 – 1:45 p.m.

Dave Nussbaum
Morning Meteorologist, WBRZ, Baton Rouge, LA

"Supersize Your Storm Coverage"

I will discuss WBRZ's plan of "attack" on how we would accurately cover Hurricane Katrina. When covering an event like this, it is always important to know what information the viewers want and need. Not only did we inform the residents of Baton Rouge with the latest on Katrina, but we also covered the whole New Orleans DMA as well. A decision was made by WBRZ to partner with WGNO the ABC affiliate in New Orleans. Together, WBRZ and WGNO shared resources and staff to give viewers the most complete and expansive coverage available.

1:45 – 2:15 p.m.

Davis Nolan,
Meteorologist, WKRN-TV, Nashville, TN

"Hurricane Katrina and New Orleans – What went wrong?"

Hurricane Katrina's fiercest winds had already passed hours before, and the residents of New Orleans were beginning to go outside and assess the damage. It appeared that much of New Orleans had escaped the doomsday scenario so many had feared. So you can imagine my surprise when while doing TV "cut ins" on Katrina on WKRN TV in Nashville, that I received word that my 80 year old parents' home was taking on water, and they were being rescued by boat.

WKRN allowed me to go down to New Orleans with anchor Neil Orne and photojournalist Todd Dunn, boat in tow, to look for my parents. This will be a preview of my Saturday talk, with the addition some video of our live shots from down in Louisiana after Katrina.

2:15 – 2:30 p.m.

Break

2:30 – 3:00 p.m.

Trent Aric
Meteorologist, WPLG-TV, Miami, FL

I will be speaking on the continuous coverage of Hurricane Katrina and Hurricane Wima in South Florida. This talk will concentrate on the in and outs of our coverage; the duration of time and the demands on the broadcast meteorologist.

I will also include tips for meteorologist preparing to enter the workplace on how to be better prepared for employment in a "Hurricane Market".

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Session 3 - Success in the Television Weather Business
Session Chair: Wayne Verno, Mississippi State University

3:00 – 3:30 p.m.

Panel Discussion

“Ask the people out there”

This is an open discussion, with questions from the audience regarding the field of broadcast meteorology. Topics are open, but may focus around tips for obtaining a job in the business, the job market and changes in the field. Panelist will include our featured speakers.

3:30 – 4:45 p.m.

Tape Swap

“Show your best work”

See on-air work ranging from current broadcast meteorologists to students hoping to enter the field. Submitted tapes will be viewed and critiqued by our featured panelists.

4:45 p.m.

Broadcast workshop concludes

Symposium Mixer - Friday Evening 7:00 - 10:00 p.m.

Join us at the Highlands Plantation Clubhouse for a social gathering Friday evening as a kickoff to the 5th Annual Southeast Severe Storms Symposium. Meet other conference attendees, featured speakers, and students and faculty who made this conference possible.