

PURPOSES OF THE NATIONAL WEATHER
ASSOCIATION COMMITTEE ON TELEVISION AND
RADIO WEATHERCASTING

By Kerry D. Teverbaugh and John G. Bernier

1) This committee is authorized by the National Weather Association, hereafter NWA, to inspire the development and improvement of television and radio weathercasting among its members who are employed in delivering weather information to the general public. Certifications of weathercasting will be granted in both television and radio to weathercasters who exceed the standards of excellence as set by the NWA.

2) The NWA Committee on Television and Radio Weathercasting will consist of 10 (Ten) professional weathercasters from various sections of the nation, and from various sized markets. This committee, under advisement from the Executive Committee of the NWA shall be responsible for all policies regarding broadcast meteorology.

3) The committee, along with the NWA Advisory Committee on Radio and Television Weathercasting, consisting of 10 news management personnel, shall be responsible for the evaluation of applicants for certification. The Evaluation Committee will consist of 3 professional weathercasters and 3 news management personnel who will serve on a rotating basis.

4) Evaluation will be based upon 20 (Twenty) categories with a scoring range of from 0-4, with 4 being the maximum possible points. These 20 categories fall under five general groupings:

- a. Meteorological Professionalism.
- b. Educational Value.
- c. Understandability.
- d. Communication.
- e. Production.

The 3 professional weathercasters will solely grade categories a+b, while the news management personnel will solely grade categories d+e. Category c will be graded by all of the examiners.

5) Procedures for application for Certification are as follows:

- a. Send a letter of intent, stating that you are applying for certification along with a check or money order for \$35, payable to the NWA, to NWA Headquarters.

b. At the same time, send a tape (3/4" videocassette for TV, cassette (preferred) or reel to reel for radio), along with a photocopy of your letter of intent to

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Chairman, Radio-TV Committee
c/o WTWO-TV
P. O. Box 299
Terre Haute, IN 47808

c. Your cassette must include at least one entire weathercast, including the first and last commercials of the spot, if your segment is discontinuous.

d. Should you desire to speed up the evaluation procedure, add a written request with your tape for the addresses of your examiners, to whom you may mail dubs of your evaluation tape.

6) Evaluation, as set down in 4 above, shall consist of a total of 240 points, divided equally among the 6 evaluators (40 pts each). In order to pass, you must receive a total of 168 points (28/evaluator) or a "grade" of 70%.

7) Evaluation will take approximately 3 months. When all evaluation procedures are completed, National Headquarters will be notified of the results. Along with being notified of your results, you will also be furnished with copies of your evaluations.

8) Those who fail the evaluation should not be dismayed. The purpose of the certification is to inspire you to excellence in your on air presentation of weather. No matter how good a forecast may be, if you are unable to understandably communicate it with your audience, it will be worthless. Should you fail the examination, make every effort possible to improve your program so that it exceeds NWA standards. Three months after you receive notification of failure, you may reapply for certification.

9) Those who successfully pass the evaluation will receive a letter stating so, along with their Certificate of Certification. It is recommended that your certification be

used in one or more of the following manners:

RADIO:

Since you are only heard and not seen, your certification can only be seen in print ads for your radio weathercast. However, on-air promotion and your introduction may use the following audio announcement such as "John Doe has been granted the NWA Certification of Radio Weathercasting."

TELEVISION:

- a. Your seal has been designed so that it may be used in a variety of appropriate manners, such as on your map, weather introduction, and promotional spots.
- b. On your ID slide, you may use a photoreduction of your actual certificate (which has been designed with a 3x4 aspect ration), or the letters NWA next to your name to signify certification.
- c. On your forecast header, but this option may be used only by those professionals who prepare their own forecast. If you purchase your forecast or use the National Weather Service forecast (if you use their product verbatim, you must state that it is the NWS forecast), YOU MAY NOT USE

THIS OPTION.

GUIDELINES:

- a. Your seal does not belong to your place of employment.
 - b. Your seal may be displayed only during your weather segment.
 - c. The period of your seal will be for three years, but the NWA may request a spot check of your weathercasts at any time to see that you are maintaining the NWA standards.
 - d. Should you be changing stations during the term of your seal, notify the NWA as soon as possible, preferably 2-4 weeks in advance of your move. Within 2 months of your on-air debut at your new station, you must resubmit for evaluation. In the interim, you may still use your certification.
 - e. Should you "retire" from broadcasting, you may inform the NWA and your name will be placed on our inactive list.
- 9) The NWA will have on hand a file of resumes and resume tapes from weathercasters who are certified that will be available upon request from stations that are in need of qualified weathercasters. You are encouraged to keep your file up to date with the NWA.

Moving?

If you have moved and not notified us, or offered to pay forwarding costs for magazines, the NATIONAL WEATHER DIGEST will not reach you. Additionally, we must pay the cost for returned Digests as well as remailing them out again. To save a lot of work and inconvenience, please notify us immediately of any change of address, and send it to the National Weather Association, 4400 Stamp Road, Room 404, Temple Hills, MD 20748. Thank you very much.

OLD ADDRESS:

NEW ADDRESS:

