

ATMS 328 BROADCAST METEOROLOGY

FALL 2015

DESCRIPTION: It focuses on learning and training for broadcast meteorology. The goal is to produce quality weather briefing, weather segments, and weather news for TV stations. Students will utilize the TV Studio of the UNCA Teaching and Learning with Technology Resources office in the Ramsey Library for practicing and producing weathercast videos. Students will also learn writing and presentation skills, practicing chroma-key (green-screen/blue-screen background) technology, producing weather-related reports and online weathercasting, understanding and working on the requirements for the AMS Certified Broadcast Meteorology.

INSTRUCTOR: Dr. Huo-Jin (Alex) Huang, RBH 236B, 232-5157 (O)
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251-6149 (ATMS Office) 232-5046 (fax)

OFFICE HOURS: Monday, Wednesday 1:50 – 2:30 pm; Tuesday, Thursday 11:15 – 11:45 am.
(Or by appointment, but walk-in is always welcome)

TEXT: <http://www.ametsoc.org/amscert/>

REFERENCES: Weather on the Air: A History of Broadcast Meteorology (2010), by Robert Henson, Published by American Meteorological Society.
Television and Radio Announcing (2008), Eleventh Edition, by Stuart W. Hyde, published by Allyn and Bacon.

SCHEDULE: 3:15 – 4:30 pm, Tuesday, Thursday, RBH 239 or UNCA TV Studio.

EXAMS: 1st Test: 10/8; Final Exam: 11:30 - 2:00 pm, Tuesday, 12/8/2015.

GRADING Assignments: 20%; Weathercasts: 30%; Video Projects: 20%;
Participation: 10%; Mid-term Test: 10%; and Final exam: 10%.
(Extra 5% bonus points for presenting a paper at the UNCA Fall or Spring Symposium)

GRADE SCALE (100%) A > 93; A-: 92.5-90;
B+: 89.5-87; B: 86.5-83; B-: 82.5-80;
C+: 79.5-77; C: 76.5-73; C-: 72.5-70;
D+: 69.5-67; D: 66.5-60;
F: < 59.5.

SPECIAL REMARKS: Class attendance is strongly recommended. You are solely responsible for the consequences due to your absence. Each assignment is due in a week, unless otherwise indicated; video projects should be turned in as requested. No late assignments or projects will be accepted; no make-up tests will be given. Exception may be granted for uncontrollable circumstances and medical reasons. You have to consult with the instructor at your earliest convenience for exceptions. A significant reduction of your score on your late assignments or projects may be applied. You will receive an F for the semester if you miss more than 3 class periods without any justifiable and excusable reasons. Please let the instructor be aware of any problems and difficulties that you may have, so we can resolve the issues together as early as possible. You should be open for any critiques from the instructor and classmates about your performance. You should understand and appreciate that it is one of the approaches to improve your performance. Any improper and mean-spirited criticisms will not be tolerated in the classroom. **No operational electronic devices are allowed during the class period unless you are instructed to use those devices or computers.**

ACADEMIC INTEGRITY: Individual honesty and responsibility are expected, and academic integrity is enforced. Any act of plagiarism or cheating is academic dishonesty. A person who knowingly assists another in cheating is likewise guilty of cheating. According to the instructor's view of the gravity of the offense, a student may be punished by a failing grade or a grade of zero for the assignment or test, or a failing grade in the course. If it seems warranted, the instructor may also recommend to the Provost dismissal or other serious university sanction. Please review the procedures outlined in Section 8.3 of the UNCA Faculty Handbook (<http://www3.unca.edu/aa/handbook/8.htm>) that relate to academic dishonesty.

Accommodations for Students with Disabilities: UNC Asheville is committed to making courses accessible to persons with documented disabilities. Students requiring reasonable accommodations must register with the Office of Academic Accessibility by providing supporting documentation. All information provided will remain confidential. For more information, please contact the Office of Academic Accessibility (<https://oaa.unca.edu/>) at 011 Ramsey Library. You may also call them at 828-232-5050 or e-mail to academicaccess@unca.edu for further assistance.

Student Learning Outcomes: At the end of the semester, students are expected to be able to

- Collect and analyze weather data and maps for weathercasting;
- Make powerful and attractive slides for weathercasting;
- Utilize various visual hardware and software to construct a weathercast or video segment;
- Deliver an informative, interesting and exciting weathercast;
- Have learned news-reporting techniques and story-telling capabilities;
- Have prepared for the certificate programs of National Weather Association and American Meteorological Society;
- Have demonstrated the desire and determination to work for the broadcasting meteorology profession; and
- Have learned to appreciate and respect the nature and people with kindness and passion.

NOTE: This syllabus is subject to any reasonable modifications by the instructor with the consent of students.

ATMS 328 COURSE OUTLINE

WEEK	DAY	DATES	SUBJECTS	Meeting @ TV Studio
1	Tuesday	8/18	Introduction	
	Thursday	8/20	Tour of UNCA TV Studio	X
2	Tuesday	8/25	Geography (US, Southeast, and WNC)	
	Thursday	8/27	Video Story	X
3	Tuesday	9/1	Weather Maps	
	Thursday	9/3	Making Weathercast PowerPoint Presentation	
4	Tuesday	9/8	Satellite and Radar Images	
	Thursday	9/10	Practice on Weathercasting	X
5	Tuesday	9/15	Critiques of Weathercasts	
	Thursday	9/17	NWA Seal of Approval	
6	Tuesday	9/22	AMS Certified Broadcast Meteorologist	
	Thursday	9/24	AMS Certified Broadcast Meteorologist	
7	Tuesday	9/29	Practice on Weathercasting	X
	Thursday	10/1	Critiques of Weathercasts	
8	Tuesday	10/5 - 6	FALL BREAK	
	Thursday	10/8	Mid-term test	
9	Tuesday	10/13	Public Speaking	
	Thursday	10/15	Interviewing Skills	
10	Tuesday	10/20	Field Trip to WLOS (TBD)	
	Thursday	10/22	Field Reports/Weather Stories	
11	Tuesday	10/27	Taping of Field Reports/Weather Stories	X
	Thursday	10/29	Practice on Weathercasting	X
12	Tuesday	11/3	Practice on Weathercasting	X
	Thursday	11/5	Critiques of Weathercasts	
13	Tuesday	11/10	Writing News Reports	
	Thursday	11/12	News Reports	X
14	Tuesday	11/17	Practice on Weathercasting	X
	Thursday	11/19	Practice on Weathercasting	X
15	Tuesday	11/24	Review and Assessments	
15	Wed-Sun	11/25 – 29	Thanksgiving Holiday	
	Monday	11/30	UNCA Fall Symposium, No class	
16	Tuesday	12/1	Reading Day, No Class	
17	Tuesday	12/8	Final Exam, 11:30 – 2:00 pm.	