

**AMERICAN METEOROLOGICAL SOCIETY  
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**FOR IMMEDIATE  
RELEASE**

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**AMERICAN METEOROLOGICAL SOCIETY – JULY SCIENCE HIGHLIGHTS**

Following are story ideas and tips about upcoming AMS meetings, papers in our nine peer-reviewed journals, and other happenings in the atmospheric and related sciences community.

**What is normal?** Meteorologists have used 30-year normal temperatures as a comparison to current temperatures. A new study in the June issue of the *Bulletin of the American Meteorological Society* notes that using these normal temperatures could be misleading. Rather using a 30-year normal range of temperatures would give a more accurate and representative idea of the what the temperatures are usually like at any particular time of the year. For more on this study of using a daily normal range in select North Carolina cities, see <http://ams.allenpress.com/pdfserv/10.1175%2FBAMS-87-6-769> or contact Stephanie Kenitzer.

**Afraid of the weather?** If you are afraid of severe weather, you're not alone. According to research done at the University of Iowa at least 20% of the group of 139 people surveyed has experienced at least a moderate degree of fear of severe weather and 76% had at least a little bit of fear of severe weather. The survey asked about general level of fear of severe weather (described as severe thunderstorms or tornadoes) and the relative level of anxiety as measured by symptoms including shortness of breath, panic, nausea, etc. For the complete article see <http://ams.allenpress.com/pdfserv/10.1175%2FBAMS-87-6-747> or contact Stephanie Kenitzer.

**Understanding Cumulus Clouds.** Cumulus clouds are especially difficult to study because they are often short lived and extremely variable. Yet they are important to understand because of their role in the vertical transport of heat, momentum and water. Even moderate size cumulus clouds often produce rain. To date most of what we know about these clouds has been

learned through visual observations, aircraft data, and ground-based radar. A recent study in southeastern Wyoming used an airborne cloud radar to see inside the clouds. The results of the study are published in the May issue of the AMS' *Journal of Atmospheric Sciences*. For a copy of the paper contact Stephanie Kenitzer.

**More on Hurricane Katrina.** The June issue of the *Bulletin of the American Meteorological Society* contains several articles on Hurricane Katrina including one on evacuations and one related to policy issues. The articles are online at <http://ams.allenpress.com/amsonline/?request=get-toc&issn=1520-0477&volume=87&issue=6>

**The State of the Climate in 2005.** The June issue of the *Bulletin of the American Meteorological Society* includes a special supplement on the state of the climate in 2005 – a year marked by record-setting weather events, catastrophic weather-related human and financial losses, and a continued increase in globally averaged surface air temperatures. An executive summary and the complete report is online at <http://ams.allenpress.com/amsonline/?request=get-toc&issn=1520-0477&volume=87&issue=6>

**Insurer Stock Price Responses to Hurricane Floyd.** The June issue of the AMS' journal *Weather and Forecasting* includes a paper on research that uses an event study methodology to examine the effect of Hurricane Floyd and the associated scientific and media releases on the market value of insurance firms. The research is unique in that information describing the development of the storm over time and space is incorporated to determine how the financial market reacted to changing news about a storm's characteristics. Key empirical results can be summarized as follows. Overall, there was a negative effect on insurer stock price changes around the synoptic life cycle of the storm; however, this effect was neither constant nor was it always negative on each day of the cycle. Significant market reaction to the news concerning the path and strength of the storm prior to the storm landfall was found. The results herein suggest that markets find reliable time-sensitive reports provided by the National Weather Service, the National Hurricane Center, and other media outlets to be valuable information. For a copy of the paper contact Stephanie Kenitzer.

**On the Meeting Front --** The AMS' 12th Conference on Cloud Physics/12th Conference on Atmospheric Radiation will take place July 10-14 in Madison, Wisc. For details see <http://www.ametsoc.org/MEET/fainst/madison2006.html>

The 12th Conference on Mountain Meteorology is scheduled for August 28 through September 1 in Santa Fe, NM. The program is online at <http://www.ametsoc.org/MEET/fainst/SantaFe2006.html>

The 23rd Conference on Severe Local Storms will be held November 6-10 in Saint Louis, Mo. Preliminary details are online at <http://www.ametsoc.org/meet/fainst/23SLS.html>

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The AMS (<http://www.ametsoc.org>) is the nation's leading professional society for those in the atmospheric and related sciences.