American Meteorological Society Board of Digital Meteorology
Work Sample Evaluation Form

Candidate Name		City & State	
Employer			

SCORING: 5.0 Excellent 4.0 Very Good 3.0 Fair 2.0 Substandard 1.0 Poor

(Average score of above 3.0 is required in all categories to pass) Asterisks indicate that N/A is an option.

Category: Text Discussion (4 points). (Select N/A if restriction/limitation)

Accuracy	Forecast is accurate, within reason. More leeway is given the further out the forecast is. A day 1 snowfall forecast will be graded with more precision than a day three snow forecast.	
Readability	The discussion must be readable by a general public audience, around a sixth-grade reading level. The discussion must be read within a reasonable amount of time. For a “regular weather day” a three-day forecast should be no more than 500 words, for example. An active weather day could be 1,000 words.	
Weather Concepts	The risk of hazardous weather will clearly be explained. This will occur at the top of the discussion if the impacts are near (within 48 hours). When appropriate, watches, warnings and advisories will be listed. Regional differences will clearly be explained (cities/suburbs, inland/coastal, valley/mountain). The concepts will drive the accurate narrative of the story. Alamac/climatology data is included. This does not have to be the full almanac. However, “five degrees above average”, less snow than the XX.X” amount this month” are all good.	
Spelling and Grammar	There will be correct punctuation and spelling, without run on sentences or fragmented sentences.	

Total Text Discussion Score 0.00

Comments:

Category: Video Discussion (4 points)

Accuracy	Forecast is accurate, within reason. More leeway is given the further out the forecast is. A day 1 snowfall forecast will be graded with more precision than a day three snow forecast.	
Graphical Content	Current conditions maps and/or panels. Temperature, wind, pressure, humidity, dew point all suffice. Climatology information (average temperatures or precipitation, any records, etc.) Forecast panels and/or extended forecast Watch, warning, or advisory maps (Clearly show area and time stamp) Satellite or satellite/radar combination (Clearly show product and time stamp) Local radar maps Surface maps (fronts, high, low, etc.) Special graphics (any graphic used sparsely OR manually created) Video or live cameras	
Explanation	Is radar information explained (what is happening and why)? Is the risk of hazardous weather, or lack thereof, clearly explained? Are watches, warnings, advisories, or hazardous weather outlooks given appropriate emphasis? Are any regional differences adequately explained (city/suburbs, coastal/inland, valley/mountain, etc.)? Is the content appropriate for the day chosen, including the amount of content? Is there too much/little? Is the information meteorologically and/or scientifically correct? Do the graphics and explanations lead to the upcoming weather? Is the viewer left with a clear understanding of everything in the forecast, including comparisons to climatology? Does the presentation teach atmospheric processes without being overly scientific? Given the accompanying almanac information and pattern, did you find this to be a good forecast?	
Presentation	Does the applicant demonstrate confidence in the information conveyed? Does the applicant appear relaxed and conversational in front of graphics? Does the applicant present graphics well on and/or off camera? Does the applicant speak at an understandable pace, using proper grammar, inflection and diction? Does the applicant portray a professional appearance? Suits are not needed. However, sweaters, polo shirts, blous	

Total Video Discussion Score 0.00

Comments:

Category: Journalism Story (2 points)

Storytelling	Does the story have an order to it, with a strong lead, a beginning and end? Opening the story with a quote or narrative is fine, too as long as the main points are obvious. Is there a clear theme to the story? Does the theme make the story attention-worthy? Is the story given proper context and explanation (sometimes called a nut graf)?	
Sourcing	Does the applicant give proper credit, either visually or textually, for information or material that comes from other sources?	
Readability	Can the story be understood on a sixth-grade level? In-depth meteorological or climatological concepts can be talked about, but they must be explained.	

Total Journalism Score 0.00

Comments:

Category: Data or Explainer Story (2 points)

Storytelling	Does the story have an order to it, with a strong lead, a beginning and end? Opening the story with a quote or narrative is fine, too. Are the main points at the top of the piece? Is there a clear theme to the story? Is there a theme or focus that makes the story news-worthy?	
Sourcing	Does the applicant give proper credit, either visually or textually, for information or material that comes from other sources?	
Accuracy	Is the data being used accurate and give the reader a true sense of what is happening? (Ex. Do not utilize one point of data to generalize the theme) Are the conclusions drawn from the data accurate? (Candidate has leeway to make their case, but look to see if the argument is irrelevant).	
Readability	Can the story be understood on a sixth-grade level? In-depth meteorological or climatological concepts can be talke	

Total Data or Explainer Story Score 0.00

Comments:

Category: Weather Graphics (2 points)

Accuracy	Is the information being presented factually, correct? If it is a forecast graphic, was it accurate? Was the data source reputable?	
Explanation	Do the graphics and explanations lead to the evolution of the upcoming weather? If a forecast, does it consider local climatologies? Is the risk of hazardous weather, or lack thereof, clearly explained? Is the content appropriate for the day, including the amount of content? Is there too much/little? Is the viewer left with a clear understanding of the forecast, including comparisons to climatology? Does the presentation help to teach atmospheric processes without being overly scientific?	
Presentation	Are the text and numbers easy to read? Is there enough text to explain what is needed to explain, but not take up too much space? Are the variables being shown, wind direction and atmospheric heights clearly labeled? Is the time and date easily readable, if needed? If the graphic is an animation, are the pauses at the correct time? Does the graphic have a clear, professional look? Do the colors accurately and quickly convey information (Red for hot, white or blue for snow, etc.)?	

Total Weather Graphics Score 0.00

Comments:

Category: Social Media (1 point)

Accuracy	Weather information including graphical material is accurate, within reason. Does the data being used give the reader a true sense of what is happening? Are the conclusions drawn from the data accurate? Was the data source reputable?	
Understandability	The discussion must be readable by a general public audience, around a sixth-grade reading level. The discussion must be readable within a reasonable amount of time.	
Explanations	The risk of hazardous weather will clearly be explained. This will occur at the top of the discussion if the impacts are near (within 48 hours). When appropriate, watches, warnings and advisories will be listed. Regional differences will clearly be explained (cities/suburbs, inland/coastal, valley/mountain). The concepts will drive the accurate narrative of the story.	
Spelling and Grammar	There will be appropriate punctuation, spelling, and grammar for the platform.	

Total Social Media Score	0.00
Comments:	