The Certified Broadcast Meteorologist (CBM) Program for new applicants (as of 17 September 2015)

These procedures govern all aspects of the Certified Broadcast Meteorologist program for new applicants.

1. The Certified Broadcast Meteorologist (CBM) Program

The Certified Broadcast Meteorologist (CBM) Program was inaugurated on 1 January 2005. The goal of the program is to certify that the holder meets specific educational and experience criteria and has passed rigorous testing in their knowledge and communication of meteorology and related sciences needed to be an effective broadcast meteorologist. Since the broadcast meteorologist is the primary representative of the meteorological profession to the public, we, as meteorologists, have a responsibility to help recognize those who are competent.

The AMS formed the CBM Program in order to raise the standards for certification by instituting a written examination, weathercast review, and mandatory professional development component. In order to acquire a CBM, an individual must hold a degree in meteorology (or equivalent) from an accredited college/university.

2. Board of Broadcast Meteorologists

This Board is a standing committee of the Society under the Commission on Professional Affairs. It is responsible for considering applications and making recommendations to the Commissioner for review and final decision in regard to certification. The Board will consist of twelve certified members who do not hold elective office in the Society and who contribute their time and interest to the program. An attempt should be made to ensure that no member is professionally employed by the same organization as another member during tenure on the Board. Members are appointed by Council action for terms of three years. In order to ensure the fairness of the examination procedures, the Board has adopted the policy that its members will avoid conflicts of interest in the evaluation process. Members will continue to avoid such conflicts by disqualifying themselves from evaluating competitors or business associates when such relationships would interfere with their impartiality.

3. Procedures for Certification

Application to the AMS CBM Program requires a three-step process that shall be made in the following order:

1) Upon request, the Society will furnish an application form. Applications will be accepted only from individuals who hold a bachelor's or higher degree in atmospheric science or meteorology (or the equivalent) from an accredited college/university. The acceptability of the equivalency of the degree will be determined by the Society, with oversight from the Board on Higher Education. A list of required courses may be found on the AMS Web site at http://www.ametsoc.org/amscert/cbmrequirements.html.

2) The CBM applicant must pass a "closed book", qualifying examination referred to as the "CBM Exam" to demonstrate knowledge of general meteorology. Each CBM Exam will be generated from a pool of approximately 600 questions. A test of 100 multiple choice and true/false questions will be administered by PSI/LaserGrade testing center, which has various locations around the country. Applicants must have a grade of 75 or higher in order to pass the written exam.

To assist applicants in passing the CBM exam, a study guide for the examination may be found on the AMS Web site under the "certification programs" link at http://www.ametsoc.org/amscert/cbmstudyguide.html.

3) Applicants successfully satisfying requirements 1 and 2 will then send two working weathercasts for review by the AMS Broadcast Board.

a. Selection of evaluation panel

A panel consisting of the Chairperson of the Board and five other members of the Board will constitute the reviewing panel for the applicant. No member of the panel shall work in the same market as the applicant, and each member shall certify that he or she is aware of no conflict of interest in reviewing the applicant;; if the Chairperson has such a conflict or otherwise deems it necessary to recuse himself/herself from the process, then the panel's evaluation will be submitted directly to the Commissioner of Professional Affairs for review and final decision. The applicant will be notified in writing of the names and occupations of the members selected and will be given an opportunity to object to any of the Board members selected. An applicant shall be required to state in writing the reasons for any objection to any member of the panel. The Chairperson may either accept the objection from the applicant or refer the question to the Commissioner for final decision; the Commissioner shall act on the preponderance of the evidence. All applicants shall be notified that unless objection is received within 15 days, the Society will assume that the selected Board members are satisfactory to the applicant and will proceed to the next step.

Applicants from Spanish-language television stations may choose to have their application evaluated by the AMS standing panel of Spanish-language evaluators. Spanish language applicants must supply an English transcript with their submission as part of the application process. All written communication with applicants will be done in English. The procedure for an objection to any member of the panel is referenced above.

b. Submission of evaluation materials

The Chairperson will then request the applicant submit two examples of his or her work, with one of the submissions coming from a day on which the weather would be considered "active"; the other from a day with weather that would be considered "routine" for the broadcast market. If a majority of evaluators feel the submissions do not satisfy this requirement, the board chairman may ask for a re-submission of one or both of the weathercasts. The submissions do not need to be from consecutive days; however, they must be from the time period of two months prior to the request to submit airchecks, to two months after the notice. In the case of individuals currently employed, the weathercasts shall be of actual on-air performances, including any lead-ins and throw-backs to other on-air talent. All commercial messages shall be edited out of the submission. No minimum time of each segment is required.

Off-air weathercasts will not be accepted, with the exception of those from applicants not currently employed. In this case, to better simulate the "on-air experience," a single take with no post-production is required, and it must be recorded with current rather than archived data.

Applicants whose weathercasts are short in time but frequent in number (morning shows, cable news, etc.), may wish to include several consecutive segments that approximate two "full weathercasts" when combined. Anyone exercising this option must clearly state such in the enclosed cover letter sent to the members of the review panel.

Applicants must also certify that weathercasts submitted are substantially the result of their own work, and enclose a form with climatology information for the days surrounding the submission dates. Failure to properly submit this data will count as an incomplete submission and grading will not proceed. Board Members, whether or not they are on a specific applicant's review panel, have been instructed not to discuss the evaluation process with the applicant.

c. Grading process

The applicant sends a copy of his or her weathercasts for review. The evaluation panel will review the submissions based on three criteria:

1) *Graphical Content*

This category will be used to evaluate the visual presentation and clarity in creating the proper storyline to the local weather.

2) *Explanation*

Reviewers are asked to determine whether or not the candidate has given scientifically valid explanation of the processes that produce the recent, current, and anticipated weather conditions.

3) *Presentation*

This criterion is intended to measure the candidate's ability to communicate the weather story to their audience.

Grades will be awarded in each of the three categories on a scale of 5.0, as follows:

5.0 Exceptional

4.0 Proficient

3.0 Average

2.0 Substandard

1.0 Fail

Each panel member, except for the Chairperson of the Board, will submit a grade in each category. The grades given by all reviewers will be averaged. A candidate must score above a 3.0 average in each category in order to succeed on the evaluation.

Panel members' scores shall be compiled and reviewed by the Chairperson, who will make a recommendation to the Commissioner of Professional Affairs for review and final decision. If the Commissioner deems it necessary to recuse himself/herself from the process because of a conflict of interest or otherwise, then the Secretary-Treasurer shall notify the applicant of the panel's evaluation.

4. Fees

Please see attached fee schedule.

5. Notification

1) Successful applicants will be notified by letter. In addition, they will have access to a press release from Society headquarters for possible use. Successful candidates may move their CBM Seal from station to station without further application to the Society. Relocation from a national (for example, CNN or The Weather Channel) to a local appearance, as well as relocation to a different country, however, requires new weathercast submissions (but no additional fee) for

review by the Board Chair in accordance with the four stated criteria. Successful candidates will be informed both of their right to use the CBM Seal and of any limitations that the Society may impose upon such use.

2) Unsuccessful applicants will be notified by letter from the Society. The letter shall contain a statement from the Commissioner of Professional Affairs, explaining the failure and suggesting ways of improving the performance based upon the information received from Board members. Unsuccessful applicants may reapply after a period of three months from the date of the negative notification. Please see the attached schedule for applicable fees. After a second unsuccessful application, there will be a one-year waiting period before a third application can be submitted. However, if more than two (2) years have passed from the date of the negative notification on the applicant's initial application, then the second application shall be deemed a new application.

Unsuccessful candidates may appeal the negative decision of the Board of Broadcast Meteorology to the Executive Committee of the Society within 90 days of the date of notification. Please see the attached schedule for applicable fees.

6. Procedures for recognition of continuing professional development

One of the purposes of the CBM program is to provide an incentive for the continued professional growth of the meteorologist. In September 2003, the AMS Council approved the addition of a mandatory continuing professional development component for all of the Society's certification programs to be administered by each program's respective Boards. The procedures for submitting professional development activities to satisfy the requirements under the CBM program are provided below.

The Program to Recognize Continuing Professional Development by CBM is based on the development and maintenance of a "Professional Portfolio" by each individual CBM. A Professional Portfolio consists of an extensive list of activities and accomplishments related to an individual's professional career. This list was developed from input submitted by the CBM community. Each activity is assigned a Professional Development Score (PDS). To maintain active status, a CBM has to amass a total of 28 PDS points in a portfolio of continuing professional development during a five-year period, which must be submitted no later than the end of the fifth calendar year after the year in which the CBM received his or her certification or the year of the most recent submission of his or her portfolio.

The list of recognized professional activities and their PDS values is provided in Table 1 (http://www.ametsoc.org/amscert/cbmpointstable.cfm). A CBM can review or update his or her portfolio by logging onto the CBM Web page on the AMS Web site (http://www.ametsoc.org/PDTS/) using the username and password created in the CBM's AMS membership profile. This Web site will allow the CBM to update his or her portfolio by filling in the appropriate cells on a preformatted form. To protect client confidentiality, specifics of many activities will not be required. Each CBM should keep personal records, however, that will provide tangible evidence of accomplishments in case their records are selected for audit. CBMs who do not have ready access to the Internet can file a paper copy of the portfolio information form with the AMS Manager of Marketing and Special Programs. AMS Headquarters staff will then enter it into the portfolio database.

Each activity listed must have occurred within the last five years. The portfolio database will be maintained at the AMS Headquarters. When a CBM wishes to have his/her portfolio evaluated to fulfill the five-year professional development requirement, he/she initiates the submission of the current portfolio through the AMS Web site. Each portfolio will be confidential. Only the filing CBM, the Chair of the CBM Board or designee, and appropriate AMS Headquarters staffers will have access to an individual portfolio (except in the case where a CBM seeks an appeal). The submission of portfolios will be an automated process adding an additional level of security to the portfolios.

The portfolio Web site will, for each CBM logging into his or her portfolio, include a running total of the number of PDS points accumulated since the CBM's certification was granted or the

most recent submission of the portfolio. After a successful submission — that is, one with a portfolio containing at least 28 PDS points accumulated in the past five years — a new, clear, portfolio will be initialized and the date for the five-year professional development period will be reset.

Audits

No less than 5% of the portfolios submitted each year will be objectively chosen to be audited as a means of evaluating the program.

In addition, an audit of a CBM's portfolio may also be requested, with cause stated, by any member of the Society in writing to the Chair of the Commission on Professional Affairs, who may summarily dismiss a frivolous request with notice and a statement of reasons to the individual making the request.

Either of the audits described above will consist of requesting the audited CBM to provide documentation of his or her portfolio's contents, which will be reviewed by the CBM Chair or board member designated by the chair. If, in the opinion of the CBM Chair, no aspects of the portfolio show cause for concern, the audit will be recorded as a pass and the CBM will be notified of such. If, after review of the documentation of the portfolio, the CBM Chair finds cause for concern on any aspect of the portfolio, the Chair will notify the audited CBM of the nature of the concern and the audited CBM will have 30 days to respond with additional information or documentation as appropriate. The CBM Board then will review the portfolio as well as the response of the audited CBM and render a decision by majority vote within 60 days. If the Board decides that the CBM has not passed the audit, the Board will declare the CBM to be Inactive. The CBM may appeal the Inactive status as provided for in these procedures.

7. Maintaining the list of acceptable continuing professional development activities

The list of recognized professional activities and their PDS values provided in Table 1 will be reviewed at least annually by the Board Chair for its relevance to the normal activities of a CBM, and revisions will be made as appropriate. Any active CBM can send a request to the Board Chair to have a specific activity considered for inclusion on the list or for the PDS point value of an existing activity. Each such request will be vetted by the Board of Broadcast Meteorology, who may seek external review and recommendation as they feel appropriate, and a decision on each suggested change will be made by majority vote of the Board. When a rule change is made, the CBM will be given the benefit of either the old or new rule as long as the activity was carried out prior to the end of the calendar year in which the change was made.

8. Renewal, Inactive status, and reactivation

Certification is for a period of one year, and can be renewed annually. Please see the attached schedule for applicable fees. Renewals are billed by the AMS in conjunction with annual membership and subscription notices. If an individual fails to renew certification within 6 months of the expiration date or fails to achieve an acceptable level of continuing professional development during the five-year period following certification or the completion of the most recent continuing professional development period, the certification will be considered Inactive. In addition, a CBM who has been off-air for more than 5 years will be considered Inactive.

Inactive CBMs cannot practice as CBMs or market/promote themselves as CBMs. Those wishing to acknowledge their past active CBM status in resumes may do so, but must list the years from initial certification to when they lapsed into Inactive status.

Reactivation of an Inactive certification can be obtained under the following situations:

1) If the certification has become Inactive due to failure to pay the renewal fee, and has been Inactive for less than five years, active status can be obtained by paying the renewal fee for the Inactive year(s) and the current renewal. If it has been Inactive for five

years or more, the individual is required to submit weathercasts (but no additional fee) for review by the Board Chair in accordance with the above four stated criteria.

2) If the certification has become Inactive because insufficient continuing professional development activities had been completed in the required five-year continuing professional development period, and the certification has been Inactive for less than three years, the certification can be reactivated upon completion of sufficient continuing professional development activities in the five year period preceding the request for reactivation and with the payment of the renewal fee for the Inactive year(s) and the current renewal. If it has been Inactive for three years or more, the individual is required to submit weathercasts (but no additional fee) for review by the Board Chair in accordance with the above four stated criteria.

3) If the individual has become Inactive to due to a failure to hold an on-air position for more than five consecutive years, he/she must submit weathercasts (but no additional fee) for review by the Board Chair in accordance with the above four stated criteria.

9. Appeal of Inactive status

A CBM whose certification has become Inactive through any means other than nonpayment of the renewal fee, including as the result of a review of his or her portfolio of continuing professional development, may seek an appeal of the Inactive status by written request to the Chair of the Commission on Professional Affairs within 90 days of notification of placement on the Inactive CBM list. The request for appeal should include all supporting documentation needed to review the request. In cases of extenuating circumstances beyond the control of the CBM (such as a military reservist being called to active duty) the Chair of the Commission on Professional Affairs may grant an extension of active status for a one-year period. Economic hardship is not grounds for appeal by a CBM that has been moved to Inactive status.

A CBM whose appeal of Inactive status has been denied by the Chair of the Commission on Professional Affairs may, within 90 days of notification of the denied appeal, appeal that action in writing to the Executive Committee of the Society (see Organizational Procedures of the AMS).

10. Publication of CBM status

While the individual professional portfolios will be confidential, the AMS Web site will post a list of all CBMs and their current status as “Active” or “Inactive”. Each status type will be clearly defined.

11. Suspension or revocation

1) The AMS reserves the right to suspend or revoke the right to use the CBM Seal if the CBM, in the conduct of his or her profession, clearly fails to conduct himself or herself in a manner that reflects the dignity and honor of the profession or if a CBM fails repeatedly to adhere to the criteria for the certification.

2) Any complaint that may be grounds for suspension or revocation of the CBM Seal under section 1) shall be sent to the Society. The Society may summarily dismiss a frivolous complaint with notice and a statement of reasons to the complainant. Otherwise, the Society shall send a copy of the complaint to the Chairperson of the Commission on Professional Affairs, the Chairperson of the Board of Broadcast Meteorology, and the CBM.

3) The Chairperson of the Board of Broadcast Meteorology may resolve any complaint by any appropriate informal means, which may include contacting the CBM in question in an effort to resolve by mutual agreement the subject of the complaint.

4) Any complaint not disposed of by informal means shall be determined as follows:

a. With the concurrence of the Chairperson of the Commission on Professional Affairs, a copy of the complaint shall be sent to the CBM in question by the Board Chairperson, together with a copy of the procedure for suspension or revocation of the CBM Seal and the names and brief descriptions of the members of a Fact-Finding Panel appointed under Sub-Paragraph 2.

b) The Board Chairperson shall select three members of the Board, who will constitute a Fact-Finding Panel to determine the issues raised in the complaint. Each member of the Fact-Finding Panel shall certify to the Chairperson that he or she is aware of no conflict of interest in accepting the appointment to the Fact-Finding Panel. The CBM in question shall have the opportunity within 15 days of the date of notification to object to any member of the Fact-Finding Panel. The CBM shall be required to state in writing the reasons for any objection to a member of the panel. The Chairperson may either accept the objection from the CBM or refer the question to the Chairperson of the Commission on Professional Affairs for final decision.

c) The CBM shall cooperate fully with the Fact-Finding Panel and produce any tangible information relevant to the issues raised in the complaint and shall attempt to secure for the Fact-Finding Panel copies or recordings of any weathercast in issue. The CBM may submit to the Fact-Finding Panel any other information he or she deems relevant, including copies or recordings of other weathercasts and a written answer to the complaint.

d) After the submission of the tangible evidence to the Fact-Finding Panel, if any facts remain in dispute, a hearing shall, upon written request of the CBM, be held by the Fact-Finding Panel upon adequate notification to the CBM and at a time and place convenient to the members of the panel and the CBM. The hearing shall be conducted according to fundamental concepts of due process recognized as fair and followed by administrative agencies in the conduct of adjudicatory hearings, which shall include the right to counsel, presentation of witnesses, right to cross-examination, and the right to record the proceeding by either stenographic or tape-recording means. Strict rules of evidence shall not apply, but the panel shall accept information or evidence that is customarily relied upon by reasonable people in the conduct of serious affairs.

e) The Fact-Finding Panel shall make written findings of fact and shall determine if the CBM has, in the conduct of his or her profession, clearly failed to conduct himself or herself in a manner that reflects the dignity and honor of the profession, or if the CBM has failed repeatedly to adhere to the four criteria for the award of the CBM Seal.

If the Fact-Finding Panel determines that the CBM has failed in his or her conduct or adherence to the criteria as aforesaid, then the Fact-Finding Panel shall include in its written decision its findings on the degree of severity of the matter and a recommendation for the imposition of sanctions, which may include:

i. a written informal admonition by the Chairperson of the Commission on Professional Affairs, a copy of which shall be retained in the CBM's personal file; or
ii. a suspension of the CBM's right to use the CBM Seal for a period of time; or
iii. a revocation of the CBM's Seal.

f. The written decision of the Fact-Finding Panel shall be sent to the Chairperson of the Board of Broadcast Meteorology, the Chairperson of the Commission on Professional Affairs, and the CBM. The Chairperson of the Board of Broadcast Meteorology and the

Chairperson of the Commission on Professional Affairs, after a review of the decision, shall jointly determine in their judgment the appropriate sanction and administer the same.

5) A CBM against whom action has been taken may, within 30 days of the date of notification of the action, appeal the action in writing to the Executive Committee of the Society (see Organizational Procedures of the AMS).