
QUARTER 1 SSC MEETING 2026

LOCATION: ZOOM

DATE: MONDAY FEBRUARY 9TH

TIME: 9 AM TO 10 AM CT

FACILITATOR: LINDSEY SLATER (SSC CHAIR)

***AGENDA ITEMS: CONFERENCE RECAP, 2026 GOALS, NEW MEMBERS,
SSC 2027 IDEAS***

In Attendance: Lindsey Slater (SSC Chair), Kristin Ketchell (SSC Chair Elect), Paul Gross, Austin Chaney, Jeremy, Max Tsaparis, McCall Vrydaghs, Bob Lindmeier, T.J. Springer, & Tammy Souza

Unable to attend: Jim "AJ" Fox, Julia Suzanne Haley, Michele M. Powers, Joseph Puma, Deborah Martorell, Rachel Jean Wawak, Heather Waldman, Elisa Raffa
Meredith Garofalo, Mike Nelson, Peyton Galyean, Amber Sullins, & Justin Pullin

Meeting Recording: <https://zoom.us/clips/share/msOnqZDwQcGZ8IqdX81DBQ>

- **Welcome – Quick Introductions**
- **Conference Recap – Kristin Ketchell, Paul Gross**
 - Tough turnaround with just months in between conferences, many presentations had to back out, but many from our committee made it and presented.
 - AMS handbook of best practices on climate change and presenting to audience (in email)
 - Overall a small but good conference.
- **Website SSC**
 - Anthony Yanez took care of the SSC website for us when he was involved – he'd be one to contact on ways of maintaining.
 - Anyone interested in following up with Peter at AMS for any website changes and take care of the website? – **McCall offered** (McCall can send meeting minutes to be updated on website)
 - **Website needs**
 - updated committee (listed above and bios)
 - Updated award members

- Ways to become a member (minimum of 12) – Currently have 23 members

- *For website updates or edits, please contact Peter Killelea, AMS' Junior Web Developer, who manages the site, at pkillelea@ametsoc.org.*
- <https://www.ametsoc.org/ams/information-for/professionals/station-scientist-initiative/>

- **Award for Excellence in Science Reporting by Broadcast Meteorologist**

- *The deadline for nominations for AMS Awards is **May 1st** and usually Boards need to have their recommendations to the Commissioner by June 1st.*
- *All members of the SSC will have access to the nomination packages as of May 1st so you can review them.*
- *The award information appears under the Broadcaster Awards on the [Awards page](#).*

- **NEW MEMBERS TO REACH OUT**

- Madelyn Hess Madelyn.hess@gray.tv
- Emma Hietpas – WKOW Ehietpas@wkow.com
- Jade Beatty – student at Millersville U. jtbeatty@millersville.edu

- **2027 Conference SSC**

- **IDEAS:**

- Space Weather – Tamitha Skov?
 - This is more important than we think
 - Collaboration with Aurora folks about better forecasting techniques
- Having a panel discussion for younger career professionals and focus on best practices
- A.I. Related Panel/Ideas?
- Recap of Big Events from 2026
- Who will run that meeting?
 - Comes from Broadcast Committee Board
 - Joe Puma and Kristin Ketchell are on that board
 - Allison Milliken-AMS Meetings
Coordinator amilliken@ametsoc.org
- **Ocean Positive - Chris Buckner –**
 - **From Kristin:** Great Lakes to help create **safety** videos and such that are more Great Lakes specific. Now they do ocean stuff that technically can still apply. Reach out to talk about lake drownings?

- Collaborate better with the research side of the water, weather, climate community to get that information out to our viewers in like a digestible, easy-to-understand story or segment
- **Communication Climate Change in a non-polarizing way**
 - **Best Practices SSC Session - Most effective ways to communicate climate change without alienating your viewers - especially in such a polarized political climate**
 - Climate Change has become a “Dirty” word
 - Using phrases like "scientists are saying" or "the data is showing" vs "climate change is causing"
 - Acknowledge uncertainties, cite sources, and uphold consistent standards when conveying challenging information
 - Have clear, evidence-based rebuttals prepared for common myths, and deliver them without sounding defensive or wonky.
 - Trust in you, not your brand – This is tough with tv stations... you are the brand?
- **Science of Climate Change**
 - ½ day learning event about where we are with climate change
 - Trends, etc
 - We have a lot on communication, but not on the ACTUAL science
 - Reach out to **Bernadette** for this topic
- **Mental Health and TV (not SSC)**
 - **Joe or Kristin, can you suggest it to the Broadcast board?**
 - How to prepare yourself for instability in the business?
- **Invite Discussions with CC deniers, back and forth**
 - Joe Delayo?, Bjorn Lomborg WSJ
- **Social Media Best Practices**
 - Can we work with the Max Velocitys of the world to debunk ?
 - Speaking to AMS members about what’s appropriate
 - Consequences for rage-bait or click-bait headlines
- **Conference funds**
 - **In the past, the committee had \$2,000 for allocation. I was told that the 2027 conference may not have this.**
 - *Program Chair Funds (PCF) are provided by AMS to support conference and symposium activities authorized by the AMS Council. This year's SSC funding (\$2,000) supported a one day complimentary registration for a speaker and partial registration waivers to several members of the SSC. For 2027 and beyond, our team is reviewing funding for all programs and will share more information at a later date.*
 - Bringing in exhibitors or getting sponsors
 - **Katie Blake – board chair – someone reach out?**

- Buckner Chase – doing packages and getting stations to pay
- **LOCATION:**
 - *Currently reviewing proposals for the 2027 Broadcast meeting and expect to share more information soon.*
- **Next Meetings**
 - **1st quarter – February 9, 2026**
 - **2nd quarter - April TBD**
 - Updates to website, McCall
 - Nominations for Award for Excellence in Science Reporting by Broadcast Meteorologist
 - Conference location update
 - Welcome new members
 - **3rd quarter - July TBD**
 - **4th quarter - November TBD**