

American Meteorological Society Board of Broadcast Meteorology Weathercaster Evaluation Form

Applicant	Shel Winklev	Program Dates	5/23/17, 7/24/17
Call Letters	KBTX	City & State	Bryan, TX

SCORING: 5.0 Exceptional 4.0 Proficient 3.0 Average 2.0 Substandard 1.0 Fail
(Average score of above 3.0 is required in all categories to pass)

Graphical Content: Grade only on the visual presentation and clarity of graphics. (Select N/A if not used)

Score

4	Current conditions maps and/or panels (temperature, wind, pressure, humidity, dew point, etc.)						
4	Climatology information (average temperatures or precipitation, any records, etc.)						
4	Forecast panels and/or extended forecast						
3	Watch, warning or advisory maps (Is the area affected and time of impact clearly presented?)						
4	Satellite or combination satellite/radar maps (Is it clear what product and what time is being displayed?)						
5	Local radar maps						
4	Surface maps (fronts, high, low, etc.)						
5	Special graphics (any graphic not used on a daily basis OR not automatically generated)						
5	Video or live cameras						

Score 4.22

Comments:

A lot of information, but it didn't feel like information overload. The special graphics on Saharan dust was perfect to explain the milky skies. Liked the Live Cam during your radar hit showing what was happening in the area where you were tracking storms.

EXPLANATION Grade on the overall explanation to the local weather. Put an N/A if not used and not needed).

Score

5	Is radar information explained (what is happening and why)?			
5	Is the risk of hazardous weather, or lack thereof, clearly explained?			
4	Are watches, warnings, advisories, or hazardous weather outlooks given appropriate emphasis?			
3	Are any regional differences adequately explained (city/suburbs, coastal/inland, valley/mountain, etc.)?			
4	Is the content appropriate for the day chosen, including the amount of content? Is there too much/little?			
4	Is the information meteorologically and/or scientifically correct?			
4	Do the graphics and explanations lead to the evolution of the upcoming weather?			
4	Is the viewer left with a clear understanding of everything in the forecast, including comparisons to climo?			
4	Does the presentation help to teach atmospheric processes without being overly scientific?			
5	Given the accompanying almanac information and pattern, did you find this to be a good forecast?			

Score 4.20

Comments:

This is where you excelled. You focused on what was happening and how it would impact the viewers, especially with the potential severe storms and Saharan dust.

PRESENTATION

Score

4	Does the applicant demonstrate confidence in the information conveyed?			
4	Does the applicant appear relaxed and conversational in front of graphics and during anchor cross talk?			
4	Does the applicant present graphics well on and/or off camera?			
5	Does the applicant speak at an understandable pace, using proper grammar, inflection and diction?			
5	Does the applicant portray a professional appearance?			

Score

4.40

Comments:

You know the typical weather pattern for the Brazos Valley and the geography very well. You knew the impacts but said it in a smooth manner so viewers don't feel alarmed. Good job!

I certify that I am aware of no conflict of interest between myself and the applicant I have evaluated:

Evaluator's Name _____ Signature _____ Date 9/10/17

4	Do the graphics and explanations lead to the evolution of the upcoming weather?		
4	Is the viewer left with a clear understanding of everything in the forecast, including comparisons to climo?		
4	Does the presentation help to teach atmospheric processes without being overly scientific?		
5	Given the accompanying almanac information and pattern, did you find this to be a good forecast?		

Score 4.00

Comments:

You got a couple 3s here because I could have seen more information given on regional differences in your area and an explanation as to what we were looking at on the radar screen. Very minor criticism.

Warnings were up front - as it should be

Very good explanation of the saharan dust moving into your dma.

Each day, your forecast was no more than a degree off. In our business, that's a bullseye.

All of the explanations were spot on. Good information that was not going over the heads of the audience, nor was it patronizing.

PRESENTATION

Score

5	Does the applicant demonstrate confidence in the information conveyed?		
5	Does the applicant appear relaxed and conversational in front of graphics and during anchor cross talk?		
5	Does the applicant present graphics well on and/or off camera?		
5	Does the applicant speak at an understandable pace, using proper grammar, inflection and diction?		
5	Does the applicant portray a professional appearance?		

Score 5.00

Comments:

On air presentation was excellent. No stammering/awkward pauses. High energy. Everything was good.

This was the best presentation I've seen this year. Well done.

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Evaluator's Name ██████████ Signature _____ Date 9/12/17

EXPLANATION Grade on the overall explanation to the local weather. Put an N/A if not used and not needed).

Score

4	Is radar information explained (what is happening and why)?			
4	Is the risk of hazardous weather, or lack thereof, clearly explained?			
3	Are watches, warnings, advisories, or hazardous weather outlooks given appropriate emphasis?			
3	Are any regional differences adequately explained (city/suburbs, coastal/inland, valley/mountain, etc.)?			
3	Is the content appropriate for the day chosen, including the amount of content? Is there too much/little?			
4	Is the information meteorologically and/or scientifically correct?			
4	Do the graphics and explanations lead to the evolution of the upcoming weather?			
4	Is the viewer left with a clear understanding of everything in the forecast, including comparisons to climate?			
3	Does the presentation help to teach atmospheric processes without being overly scientific?			
3	Given the accompanying almanac information and pattern, did you find this to be a good forecast?			

Score 3.50

Comments:

Active weathercast started off a bit weird. Did you cut something out at the beginning? There was no stinger or introduction, it's like we just joined you the middle of the conversation.

2:00 into your active weathercast - great job showing the threats storms could bring today and walking your viewers hour by hour through the futurecast so they know when those threats could hit.

Lots of climatology woven in throughout both of your weathercasts. Great job providing that perspective for your viewers!

2:25 into your active weathercast - It was quick, but you did say, "where we had rain to wrap up the day, 70s..." That's a fast and easy way to talk about those regional temperature differences. Good job. Try to include more of that into your weathercasts when you can.

All of your explanations throughout your weathercasts were very well done. Explaining the science without getting too "sciency" for your viewers. Good job!

PRESENTATION

Score

4	Does the applicant demonstrate confidence in the information conveyed?			
3	Does the applicant appear relaxed and conversational in front of graphics and during anchor cross talk?			
4	Does the applicant present graphics well on and/or off camera?			
4	Does the applicant speak at an understandable pace, using proper grammar, inflection and diction?			
4	Does the applicant portray a professional appearance?			

Score 3.80

Comments:

Good job overall! I would definitely watch you if I was in your viewing area.

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Evaluator's Name _____ Signature _____ Date 9/19/2017

2	Does the presentation help to teach atmospheric processes without being overly scientific?
3	Given the accompanying almanac information and pattern, did you find this to be a good forecast?

Score 3.20

Comments:

Great explanation on the movement and timing of thunderstorms. Your point about severe weather being possible, but not widespread was clearly made. Your threats graphic really highlighted that most storms were not going to reach severe criteria.

During the active weathercast, explain why these thunderstorms have developed. What is the set up at the surface or at the upper levels. This is a key part of your active weather day forecast and it's missing

Nice explanation of the Saharan dust and how it is impacting your weather not only today, but for the week.

Key graphic at the end of your routine forecast about the high retrograding west. This a great graphic but you only had it up for 10-11 seconds. Explain this a little more and save some more time for it.

PRESENTATION

Score

3	Does the applicant demonstrate confidence in the information conveyed?			
3	Does the applicant appear relaxed and conversational in front of graphics and during anchor cross talk?			
3	Does the applicant present graphics well on and/or off camera?			
4	Does the applicant speak at an understandable pace, using proper grammar, inflection and diction?			
5	Does the applicant portray a professional appearance?			

Score 3.60

Comments:

Very clear and easy to understand. Nice presentation.

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Evaluator's Name

10/7/2017

Great Saharan Dust quick explanation.

PRESENTATION

Score

4	Does the applicant demonstrate confidence in the information conveyed?		
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4	Does the applicant portray a professional appearance?		

Score 4.00

Comments:

Try to limit "Brazos valley", maybe highlight cities, landmarks, etc.

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Evaluator's Name _____ Signature _____ Date 10/22/17