Applicant	Shel Winkley	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 con	nflict of interest between	en myself and the applicant I	have evaluated:	
Evaluator's Name	Signature	Date9/10/17		

Applicant	Shel Winkley	Program Dates	5/23/17, 7/24/17
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Graphical Content: Grade only on the visual presentation and clarity of graphics.	(Select
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Score

4	Current conditions maps and/or panels (temperature, wind, pressure, humidity, dew point, etc.)					
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5	Special graphics (any graphic not used on a daily basis OR not automatically generated)					
5	Video or live cameras					

Score 4.33

Comments:

First, THANK YOU for submitting two completely different presentations for your active and routine days. You'd be surprised how many actives and routines we get that look exactly the same. (or maybe you wouldn't be surprised)

The graphic content was fantastic. I especially liked the skycam/you over radar double box. It made the connection between reality and your graphics without having to leave the radar screen for even a moment.

The saharan dust graphic was not only interesting, it was unique

The triple digit days comparing to the average high of 96 was a clever way to present that information - well done.

I also liked the addition of a normal high and normal low to your Low Temperature and High Temperature maps. I'm stealing that idea.

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

Score

000.0			
3	Is radar information explained (what is happening and why)?		
4	Is the risk of hazardous weather, or lack thereof, clearly explained?		
5	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	4.00			
Comments:				
You got a co	uple 3s here because I could have seen more information given on regional differences in your area			
and an expla	anation as to what we were looking at on the radar screen. Very minor criticism.			
Warnings we	ere up front - as it should be			
Very good e	xplanation of the saharan dust moving into your dma.			
Each day, yo	our forecast was no more than a degree off. In our business, that's a bullseye.			
All of the exp it patronizing	planations were spot on. Good information that was not going over the heads of the audience, nor was			
PRESENTA	ATION _			
•	·			
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 5	Does the applicant speak at an understandable pace, using proper grammar, inflection and diction?			
Score	Does the applicant portray a professional appearance? 5.00			
000.0				
Comments:				
On air prese	ntation was excellent. No stammering/awkward pauses. High energy. Everything was good.			
This was the	best presentation I've seen this year. Well done.			
THIS was the	best presentation ive seen this year. vveil done.			
I certify that I	am aware of no conflict of interest between myself and the applicant I have evaluated:			

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

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

Score

3	Current conditions maps and/or panels (temperature, wind, pressure, humidity, dew point, etc.)				
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3	Surface maps (fronts, high, low, etc.)				
4	Special graphics (any graphic not used on a daily basis OR not automatically generated)				
4	Video or live cameras				

Score 3.33

Comments:

Start of your routine weathercast - Great job showing the dust/haze in the sky from the live cam and the graphics explaining why it's there and how long it will stick around. Excellent!

1:45 into your routine weathercast - Good climatology information. Not only did you show how far above normal today was, but then you tracked it out over the next several to show your viewers how far above normal it's going to be all week.

2:15 into your routine weathercast - some of the current conditions have units attached and some do not. Be consistent throughout. If you're going to have % on humidity, then you should have mph on the winds.

2:40 into your active weathercast - I like the concept of this graphic, but I think it needs a little "polish". The temperatures were hard to read with the line going right through them. Offset the values so they fall right above the line. The black text on the times has some kind of white gradient through it that makes those hard to read, too.

3:00 into your routine weathercast - why is the cold front broken up into segments?

Start of your active weathercast - good job showing the timeline on the radar of when the storm will hit the various cities.

1:35 into your active weathercast - the graphic banner reads, "Radar and Advisories". That maybe confusing to some, since there are technicially no NWS advisories on that map. There are watches and warnings. Try using a more generic label to cover all watches, warnings and advisories that may be shown like, "weather alerts" or something like that. Additionally, you verbally saw when the Severe Thunderstorm Watch will be over, but the graphic does not show it.

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)?		
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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?		
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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Applicant	Shel Winkley	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

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

Score 3.50

Comments:

Excellent use of the radar. I am so glad that you not only zoomed in to individual storms (severe or not) to show the localities impacted, but you also used your tracking tool to show arrival times.

I like the pop up with the storm chaser/photographer view of the storm. It would be great if you could leave this up a bit longer or maybe even do a quick phoner with the folks in the car. If not much is happening at the time of your weather hit, you could put in some video from the minutes before and say something to the effect of "just moments ago in _____ here is what is looked like."

First time I've ever seen a special graphic focused on the Saharan dust, nicely done and I like how you played it coming off of a skycam.

On your triple digit heat graphic, you can get rid of the degree signs because the next number is written over the top of them. Or just make the font smaller.

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)?		
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3	Do the graphics and explanations lead to the evolution of the upcoming weather?		
2	Is the viewer left with a clear understanding of everything in the forecast, including comparisons to climo?		

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 explaination 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		

Score

Comments:

Very clear and easy to understand. Nice presentation.

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

Evaluator's Na 10/7/2017

Applicant	Shel Winkley	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

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4	Surface maps (fronts, high, low, etc.)							
3	Special graphics (any graphic not used on a daily basis OR not automatically generated)							
5	Video or live camer	as						
	· ·	·	· ·	·		· ·	· ·	

Score 3.89

Comments:

Great pop-up windown with live look.. great way to reference and validate your presentation.

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?				
4	Are watches, warnings, advisories, or hazardous weather outlooks given appropriate emphasis?				
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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?				
3	Given the accompanying almanac information and pattern, did you find this to be a good forecast?				

Score 3.90

Comments:

Good job highlighting the risks/threats and storms' timing.

Keep an eye on those lows.. your day 2 low was a tad off (active)

Great Saharan Dust quick explanation.							
PRESENTA	ATION						
FRESENIA	ATION						
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 appear relaxed and conversational in front of graphics and during anchor cross tank? 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 speak at an understandable pace, using proper grainmar, inflection and diction? Does the applicant portray a professional appearance?						
Score	4.00						
Score	4.00						
Comments:							

Try to limit "Brazos valley", maybe highlight cities, landmarks, etc.							
L certify that I	am aware of no conflict of interest between myself and the applicant I have evaluated:						
1 certify that I aim aware of no conflict of interest between mysen and the applicant I have evaluated.							
Evaluator's Name Signature Date 10/22/17							