Blue IQ: Coastal Safety from Your Local Meteorologist

Training meteorologists for safety awareness and communication

At the American Meteorological Society's 51st Conference on Broadcast Meteorology and Seventh Conference on Weather Warnings and Communication (12–14 June, 2024 in Myrtle Beach, SC), broadcast meteorologists and weather communications professionals from around the country will get the chance to attend a special training: "BlueIQ: Water, Waves, Weather, and Coastal Safety," focused on conveying safety information to beachgoers. **With your support, we can help meteorologists reach their audiences BEFORE people get in trouble in the water.**

Led by expert Bruckner Chase, BlueIQ: Water, Waves, Weather, and Coastal Safety will provide an immersive exploration of the complex interactions between weather, water, and people. Meteorologists–often their media station's resident science expert–will learn effective preparation and communication techniques (and have the opportunity to create broadcast materials) to help their audiences be safer and more aware around the ocean. **Your support could help save lives.**

Sponsorship Levels

Your sponsorship will cover facilitator fees, travel and expenses, and event setup, and will help us make event registration more affordable to encourage the widest possible attendance.

Premier Sponsor: $5,000
As a premier sponsor, your brand will be prominently recognized on site at the training event, on our AMS Conference BlueIQ web page, on social media, on general sponsor recognition signage,* on pre-roll slides for all conference sessions, and in our printed program.* You will receive one complimentary registration for the 51 Broadcast/7 Weather Warnings Conferences.

Supporting Sponsor: $3,000
As a supporting sponsor, we will feature your brand on the AMS Conference event web page with a linked logo and mention your brand on social media and on general meeting signage* as a supporter of this event. You will receive a 50% registration discount for 51 Broadcast/7 Weather Warnings.
*Print recognition is dependent on production deadlines

AMS American Meteorological Society

blue IQ

VISIT Myrtle Beach SOUTH CAROLINA

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Ocean Safety is More than Common Sense

Americans make hundreds of millions of beach visits each year,[1] but many of those visitors aren't equipped to handle potentially dangerous situations.

- Every year, U.S. lifeguards and open-water rescuers perform around 70,000 rescues.[2]
- An average of 87 people per year die in the surf zone, often caught in rip currents.[3]
- Four to five times as many may be seriously injured; many others likely experience emotional trauma.

1 United States Lifesaving Agency (USLA) statistics (estimates by lifeguards and water rescuers)
2 USLA statistics
3 Washington Post, "Drownings at iconic beach raise red flags over spike in ocean deaths." June 30, 2023.

"[The ocean is] constantly changing. … We'll have some beachgoers who … don't know what danger may lie in [submerged hazards or] how quickly winds can change and make conditions on the surface of the water very dangerous … [Understanding] weather as it impacts the ocean and your experience on the beach is going to keep you safe and make sure you have a lot more positive experiences there."

—Bruckner Chase, Founder of Ocean Positive, Inc.; writer and host of NOAA Ocean Today's "Wave Safe with Bruckner Chase" series