Let’s Celebrate!

In 2019, AMS turns 100 years old! During our Centennial year, we will look back on an enormous record of accomplishments and celebrate the individuals and organizations that have made AMS who we are today. Together, the AMS community has inspired careers for generations, advanced the science and profession of the atmospheric, hydrologic, and oceanic sciences, provided fellowships and scholarships to the next generation of scientists, trained over 20,000 K-12 teachers, informed critical policy decisions, and so much more. As we look back over the past 100 years, we also look forward to building for the future. Beyond a celebration, the AMS Centennial is an opportunity for growth. We want to anticipate needs and challenges in the coming century and transform ourselves to make a great scientific and professional organization even better, and contribute our expertise to advancing science and service for society every day.

The AMS Centennial is about celebrating our rich history and transforming the Society to prosper in a challenging new century.

This AMS Centennial Quick Start Guide is designed to provide you with the tools to make it easier for you to celebrate and to spread the word through publicity and media coverage about this exciting milestone. The guide includes background information, talking points and messaging, social media tips, ideas for activities, links to promotional materials, and other tools. Whether you are an AMS local chapter, a broadcast meteorologist, or any member of the weather, water, and climate community, we want to make your outreach as easy as possible during this year-long celebration.
AMS CENTENNIAL CELEBRATION GOALS

To have as many members of the AMS community celebrate our 100th Anniversary with us through:

- **Stories** told by longtime AMS members, volunteers, and the weather, water, and climate community at large
- **Timelines** and other historical milestones
- Educational activities that help further the science
- Community service and other project ideas
- Donations to the [AMS 100th Anniversary Campaign](#) to help lift AMS to new heights while providing global leadership across the atmospheric, oceanic, and hydrologic sciences
- Sponsoring the [BAMS Legacy Project](#)
- The [Centennial Monograph](#)
WAYS TO PARTICIPATE IN AMS’S CENTENNIAL CELEBRATION

There are many easy ways for you to join in on the celebration:

1. Use social media to spread the word about AMS’s 100th Anniversary (see our below sample tweets and Facebook posts) #AMS100.
2. Share your AMS story, photos, and videos through the AMS Centennial website.
3. Display AMS’s Centennial banners and logos on your web and social media pages.
4. Wear AMS Centennial merchandise to help promote the celebration (available at the AMS Annual Meeting in Phoenix and through the AMS bookstore in late January).
5. Organize a Weatherfest in your local community to help educate the public.
6. Volunteer to judge a science fair at your child’s school.
7. Participate in the “I am AMS” social media campaign by taking a photo of yourself, or in a group, with an “I am AMS” t-shirt, an issue of BAMS, an AMS journal, Centennial banner etc. and post it to social media #IamAMS #AMS100.
8. Offer to write a blog post on AMS’s Front Page Blog about your AMS experience.
9. Donate to the AMS 100th Anniversary Campaign or become a member of the AMS Student Leadership Circle.
10. Become a mentor through Mentoring365 and help guide the next generation of scientists.
11. Submit a photo depicting the amazing diversity of weather, water, and climate for a chance to be featured in the AMS 2020 calendar. #AMS100PhotoContest.
12. Engage with AMS Education Program as a K-12 teacher participant, teacher mentor, contributing expert, or donor.
13. Share an idea about what you believe is the biggest challenge or opportunity for our sciences in the next 100 years. The top three ideas will be the foundation of a Town Hall session at the 2020 Annual Meeting in Boston!
AMS Centennial Celebration Activity Ideas for Local Chapters

1. Is your chapter celebrating a milestone anniversary? Check the online chapter directory for your founding date. Promote your own celebration along with the AMS 100th by adding historical photos or a timeline to your chapter website and share the news through social media.

2. Have your chapter members take selfie’s with BAMS issues or other AMS items and award an AMS Centennial t-shirt to the person with the most creative photo.

3. Participate in the ‘I am AMS’ social media campaign #IamAMS. Take photos with AMS Centennial banners that will be distributed to AMS local chapters or #IamAMS t-shirts and share them on the AMS Instagram page or tweet them to #AMS100.

4. Organize a special chapter meeting inviting alumni or current chapter members to share stories about how AMS helped them pursue their career either through mentoring, networking or other means.

5. Challenge your student chapter members to become part of the Student Centennial Leadership Circle and raise money for student travel grants.

6. Community outreach ideas:
   - Create a weather safety quiz and award AMS Centennial merchandise to the K–12 student with the highest score.
   - Have a photo contest for K–12 students asking that they send in their best weather-related photos. Award first-, second-, and third-place AMS Centennial prizes to the winners and post the photos to your chapter web page and social media.
   - Organize a Weatherfest in your community to celebrate the AMS Centennial and invite the public to learn more about weather, water, and climate.
AMS CENTENNIAL CELEBRATION ACTIVITY IDEAS FOR BROADCAST METEOROLOGISTS

1. Mention the AMS Centennial during your weathercast and/or through social media and display the AMS Centennial logo #AMS100

   **Sample 10 second scripts**
   - Here’s a shout out to the American Meteorological Society (AMS). Congratulations on your 100th anniversary and thank you for your continued support of the weather, water, and climate community.
   - Congratulations to the American Meteorological Society (AMS) for celebrating its 100th anniversary. Thank you for being a trusted source of science for the last century and beyond.
   - The American Meteorological Society (AMS) is celebrating its 100th anniversary. If you love science, check out their Centennial website for ways to participate in this milestone event. www.ametsoc.org/centennial.

2. Create a special segment on a historical weather event and tie it into the AMS Centennial.

3. Share stories through the AMS Centennial website about how AMS helped you in your career through professional development, networking, or other means.

4. Incorporate the AMS Centennial into your school visits by sharing information about the Society and its educational and career resources.

5. Create a weather quiz and award AMS Centennial merchandise to the K–12 student with the highest score.

6. Proudly wear your AMS CBM or Seal of Approval pin on National Weatherperson’s Day - February 5, 2019 and share your photo on social media.

7. Participate in the AMS broadcast meteorologist ‘Then and Now’ social media campaign. Upload links of a short clip of your first on-air performance and a more recent on-air performance (30 seconds each) and comment on something in particular that has really changed (hairstyle, dress, graphics, terminology, technology etc.) Provide a short quote or comment to go along with the clip. #AMS100Then&Now.

8. Be a part of AMS’s Facebook live event and interview the AMS leadership about AMS 100. Date will be announced soon!
AMS Centennial Celebration Activity Ideas for Educators

1. **Share a story** on the AMS Centennial site about your most memorable AMS Education Program experience.
2. **Commit a day** to weather, water and climate education activities in your classroom.
3. Capture a classroom weather, water, or climate moment and share via social media and #AMS100
4. Deliver exciting, interactive learning in your classroom through exclusive hands-on activities designed by the American Meteorological Society. From analyzing high and low pressure systems to visualizing the effects of El Niño and La Niña, these inquiry-based investigations allow students to observe properties of the ocean and atmosphere. [Order materials](#) and support teacher education.
5. [Enroll](#) in a professional development program for K-12 teachers.
AMS Centennial Celebration Activity Ideas for ORganizations

1. Sponsor a travel grant so a student or a teacher can attend the 100th AMS Annual Meeting.
2. Post a story to the Centennial website about your long-standing affiliation with the AMS and why you have remained committed to supporting weather, water, and climate science.
3. Incorporate the AMS Centennial logo on your organization's website to help promote AMS's 100th anniversary.
4. Encourage your staff to share photos of their involvement with AMS throughout the years and share them through social media. #AMS100
5. Join the Society as a Corporation/Institutional Member and become more involved with AMS and its global community.
6. Become an AMS Corporate Patron or Underwriter and demonstrate your strong commitment to the weather, water, and climate sciences.
7. Sponsor a program or an event at the 100th AMS Annual Meeting.
8. Exhibit at the 100th Annual Meeting and consider displaying photos or materials from past annual meetings in your booth.
9. Place a “happy birthday/congratulations” ad in BAMS or on the AMS website.
Spread the word about the AMS Centennial! Below are some sample social media posts and templates so that it will be easy for you to share the exciting news with your colleagues, friends, and family!

**Sample Tweets**
- What’s your favorite kind of #weather? [Submit a photo](https://www.ametsoc.org/index.cfm/ams100/#stories) depicting the amazing diversity of weather, water, and climate for a chance to be featured in the AMS 2020 calendar. #AMS100PhotoContest. All proceeds go toward the AMS Engaging the Public fund.
- I’m excited to share my favorite #AMSStories, and you can, too! Go to [https://www.ametsoc.org/index.cfm/ams100/#stories](https://www.ametsoc.org/index.cfm/ams100/#stories) and upload a photo/video or write about your most memorable AMS experience. #AMS100.
- Did you know that the AMS seal was designed in 1920 by Lieut. C.N. Keyser, who was an original AMS member and one of the first Fellows elected by the Society? Learn more about the history of AMS at [https://www.ametsoc.org/index.cfm/ams100/#timeline](https://www.ametsoc.org/index.cfm/ams100/#timeline). #AMS100

**Sample Facebook Posts**
- AMS is celebrating their 100th anniversary, and you can be a part of it by sharing a story about your most memorable AMS experience on their website. For 100 years, the Society has been advancing the weather, water, and climate sciences through its meetings, publications, education and policy initiatives, and more. The story of AMS is really the story of many individuals working throughout the AMS community to advance the science. Help tell that story by sharing a special AMS anecdote at [https://www.ametsoc.org/index.cfm/ams100/#stories](https://www.ametsoc.org/index.cfm/ams100/#stories).
- For the past 100 years, AMS has been committed to advancing the weather, water, and climate sciences, and that commitment will only grow stronger in the next 100. You can help keep our science strong by mentoring the next generation of scientists through Mentoring365, a mentorship program developed to facilitate sharing professional knowledge, expertise, skills, insights, and experiences through dialogue and collaborative learning. Mentors can share their valuable scientific knowledge, and mentees can learn from experienced geoscientists. Get involved and help shape the future of our science! Learn more at [https://mentoring365.org/](https://mentoring365.org/).
During our next century, the American Meteorological Society (AMS) seeks to add new value to the weather, water, and climate community while continuing to benefit society. The world faces significant challenges across the atmospheric, oceanic, and hydrologic sciences and the AMS brings together a vibrant community of scientists, educators, researchers, students, broadcasters, and other professionals who share knowledge, improve technology, promote understanding, and disseminate science to ensure that our planet can thrive.

Help lift AMS to new heights by donating to the AMS 100th Anniversary Campaign. The five key areas of the campaign are:

- Engaging the Public
- Bridging Disciplines
- Rapid Adaptation
- Globalization
- Breakthrough Science

100th Anniversary Campaign Leadership Circles

**Centennial Leadership Circle**
Gifts of at least $2,019 per year

**Student Centennial Leadership Circle**
Gifts of at least $20.19 per year

Direct your support to a specific program that reflects your interest or personal preference. There are a number of ways to donate now or later. All money raised will be used for the fund indicated.
Stop by the AMS Resource Center at the 99th Annual Meeting to get your Centennial Merchandise!

Not attending the meeting? Order items from the AMS Online Bookstore beginning in January.
Founded in 1919, the American Meteorological Society (AMS) is the nation’s premier scientific and professional organization promoting and disseminating information about the atmospheric, oceanic, and hydrologic sciences. Our more than 13,000 members include researchers, educators, students, enthusiasts, broadcasters, and other professionals in weather, water, and climate.

**Scholarships** – Hundreds of students have benefited from the array of graduate fellowships and undergraduate scholarships awarded each year with the support of its members, corporations, and government agencies nationwide.

**Certification Programs** - Since 1957, more than 2,600 broadcast meteorologists have earned the AMS Seal of Approval or Certified Broadcast Meteorologist (CBM) designation. Additionally, over 700 scientists have earned the prestigious Certified Consulting Meteorologist (CCM) credential.

**Education Program** - Over 100,000 teachers and millions of students have benefited from the training programs, workshops, and undergraduate courses that AMS offers.

**Publications** - AMS is proud to publish 11 peer-reviewed scientific journals that are consistently ranked near the top of their fields in impact factor. This includes the highly regarded Bulletin of the American Meteorological Society (BAMS), as well as award-winning scientific and historical books and a long-standing series of meteorological monographs.

**Membership** - AMS has a membership of 13,000 that includes scientists, researchers, students, educators, broadcasters, and other professionals working together to make a difference in the fields of weather, water, and climate. There are also 175 government, academic, and industry organizations supporting the AMS mission and community through corporation and institutional membership.

**Local Chapters** - Local chapters have been a part of the AMS framework almost from the beginning, with the first chapter formed in Boston in 1929. Local chapters help increase the awareness of meteorology among the general public, as well as provide an opportunity for professionals and weather enthusiasts to meet and network. There are currently over 150 active local chapters that include student and pre-college chapters.

**Policy Program** - The Policy Program promotes understanding and use of science and services relating to weather, water, and climate with a goal of helping the nation, and the world, avoid risks and realize opportunities associated with the Earth system.

**Meetings** – With an average of ten specialty conferences each year as well as its Annual Meeting, AMS brings together great minds from a diverse set of scientific disciplines – helping attendees establish career-long professional networking and life-long friends while learning from leaders in the atmospheric sciences.