



# KeanCast & Media Meteorology at Kean University



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## Radio Broadcasts

FM radio station (WKNJ 90.3) students provide daily weather forecasts  
Recorded daily (midday) students deliver quick, yet detailed discussion of the current and short-term forecast (one minute)

Students may "break-in" for severe weather as needed including any "Special Reports" or noteworthy/newsworthy items

## Television Broadcasting

Television broadcasting the most visually-based

Students forecast for a seven day period  
Three minutes provided for the Weather Segment includes:  
Trends (Temperature, Precipitation, Records/Extremes)  
Main Weather Story & Weather News  
Interactive/Outreach  
Departmental & University "plugs"  
Seven day Outlook

Practice in Mechanical & Technical Skills  
PowerPoint, WSI, Use of government website information  
Timing, Overall Presentation; Communications; Teamwork/Coordination

## Media Meteorology

Innovative course introducing students to media aspects of meteorology

- Interviewing & Professional Settings
- Radio and TV Broadcasts/ PSA's
- Weather Discussions and Pod/Web-casts
- Newspaper Articles (and online)
- In-depth discussions of print articles in BAMS and NWDigest
- Peer review and Critiques
- Practicum Assessments & Evaluations



<http://hurri.kean.edu/~keancast>

## About KeanCast

KeanCast broadcasts over a wide range of media throughout campus  
WSI graphics engine for weather forecasting  
Donated equipment from News12-NJ  
Students learn and use a graphics system to generate show  
Peer mentoring as students assist one another in creation of show  
Design Studio students at KU assist with graphics

## Future of KeanCast

Expanded Television Coverage of Weather/Related  
Increase frequency of broadcasts  
Collaborate with other Departments/Projects  
Special/Live reports as necessary  
Science Reporting & Specials  
Increase Internet Broadcasting  
Frequent updates and discussions  
More streaming video and audio forecasts  
PSA's, Special weather events, forecasts  
Enhanced Radio Broadcasting  
Integrate sound bytes with Music Department  
Frequent and/or live updates  
KeanCast Phone Hotline  
Development of Publications/Outreach  
Contribute articles and discussions to local newspapers



## Internet Delivery

KeanCast available via world wide web  
Provides easiest and most readily-used; effective and efficient  
Easy for the community to access where Internet is available

Content includes the following  
Streaming forecasts (KeanCast broadcast, special weather events)  
Watches, warnings, hazards, safety, education  
Detailed discussion of current and future weather

## Web Weather Discussions

HTML, FTP, and JAVA applications practiced through use of Web-casting  
Analyze & discuss NWP models, various instrumentation, radar/satellite imagery  
Students articulate & develop communication skills for group and professional discussions

### Weather Blog

(<http://weatherclub3733.blogspot.com>)

- Created by students to display weather discussions and trivia
- Posts can be viewed weekly, monthly and yearly
- Links to government websites such as NOAA and NWS
- Multi-media (video, picture and mp3)
- Tags are located on the side for easy reference



## Print Media and Forecasting

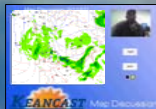
KeanCast provides a forecast for the campus newspaper *The Cougar's Byte*

- Presented in a seven day forecast pane
- Appears in both periodical and online
- Short PSA write-ups in newspaper



PSA's allow students to develop critical technical writing & editing skills for career development

Students enhance communication skills with peers



PowerPoint 7-day



WSI 7-day



Department of Geology & Meteorology, Kean University  
Meteorology Program including faculty, staff, and students; Center for Earth Science Education (KEU), College of Natural, Applied, and Health Sciences (KU); Kean University TV & Radio Studios.

