

# **Advances in live broadcast coverage of severe weather**

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Improvement in television weathercasts has often been limited to cosmetic changes such as increasingly attractive graphics. But more and more, television weathercasting advances result from advances in meteorology.

Scientifically-based tools such as real-time three-dimensional volumetric radar displays can be used on the air, with viewers finding the displays interesting and the information useful. Broadcasters are taking advantage of new severe weather algorithms to describe weather threats with spatial and temporal accuracy. Weather presenters have gained personal credibility after obtaining the scientific training necessary to utilize these advances. Atmospheric scientists have found employment opportunities developing products for the broadcast industry.

In addition, wireless communication methods have allowed for better warning of weather hazards with immediate reports from the field. High resolution satellite mapping has allowed more precise identification of threatened areas.

All this benefits the viewer by helping with lifestyle decisions based on possible disruptions caused by weather.