

**WeatherWatcher Living-Learning Community Academic Course**  
**Weather, Climate and Television II**  
**11:670:112, Spring 2017**  
F 10:55am-12:15pm  
Classroom: ENRS Building, Room 323 (Cook campus)

Instructor: Frank Bridges  
Office Hours: By appointment, SC&I (College Avenue Campus)  
Email: [fbridges@scarletmail.rutgers.edu](mailto:fbridges@scarletmail.rutgers.edu)  
with Steven Decker, [decker@envsci.rutgers.edu](mailto:decker@envsci.rutgers.edu), 848-932-5750

**Course Description and Objectives**

This course is designed to provide a theoretical foundation of television broadcasting and meteorology to supplement the hands-on television experience gained from the WeatherWatcher Living-Learning Community. By examining the history and characteristics of television, critical analyses of news and weather-related programming and special topics pertaining to meteorology, students will gain a rounded understanding of the medium and its impact on the field of meteorology and broadcasting.

Classes will consist of guest lecturers from the School of Environmental and Biological Sciences, as well as from companies outside of Rutgers. Discussions of topical and relevant news relating to television production, industries and technologies relating to meteorology and broadcasting will also be included in the weekly classes.

Frank Bridges is an expert in Communication Studies, and will be in charge of the course each semester. He will work with Meteorology Professor Steven Decker, who will attend each lecture and fully participate in the discussions, giving his perspective based on his experience as a meteorologist. They will also arrange for guest lectures from television weathercasters from the New York/Philadelphia region, and will also make presentations in the classes.

**Learning Goals**

Upon completion of this class, students will be able to:

1. Exhibit critical thinking when confronting new information.
2. Construct speeches in a logical format.
3. Deliver speeches extemporaneously.

**Requirements**

**Attendance**

Students are required to attend the weekly class as part of the WeatherWatcher Living-Learning Community. If you are unable to attend a class, please notify the instructor as soon as possible. An online notification of absence is available; please use this method to inform the instructor.

### Readings

It is the student's responsibility to stay up-to-date with all class assignments and assigned readings. Readings will consist of selected theoretical and research texts relating to the week's topic, and will be available on the course Sakai website ([sakai.rutgers.edu](http://sakai.rutgers.edu)) under the "Resources" section. Please come to class prepared to discuss the readings. Readings for guest lecturers will be announced later in the semester.

### Assignments

#### Response Papers:

Students will complete one response paper per week (1-2 pages double spaced), addressing a topic from the readings or class discussion. This response paper will not be a summary; instead, you will select one aspect of the readings or class discussion to critically evaluate. In the evaluation, you will compare the strengths and weaknesses of the topic and your experiences in broadcasting and meteorology. **The response papers are to be uploaded to your Sakai Dropbox by noon on Thursdays.**

#### Speech Assignment:

In our third week of class, we will discuss what it means to effectively deliver a speech along with the constructs of creating a speech. The following week, students will be asked to select a topic that they would like to inform us about, a topic regarding or involving meteorology. An outline discussion and review will be conducted to properly prepare students for the final step, the in-class speech presentation. Visual aids and proper attire are requirement for this speech.

### Grading

The final grades for the course will be determined by the following:

Class participation and attendance: 20%

Weekly response papers: 40%

Speech: 40%

The following are the standard grades and criteria:

90-100, A: work fulfills terms of assignment, shows excellence, creativity, original thought

86-89, B+: work fulfills terms of assignment, some excellence, creativity, original thought

80-85, B: work fulfills terms of assignment, less evidence of excellent, creativity, original thought  
76-79, C+: work fulfills terms of assignment, shows very limited evidence of original thought  
70-75, C: work fulfills terms of assignment  
65-69, D: failure to fulfill terms of assignment  
64 and below, F: failing and incomplete work

There will be no extra credit assignments.

## **Student Conduct and Academic Integrity**

Students are also responsible for adhering to the policies of this course and of Rutgers University, which includes the Code of Student Conduct. Please see <http://www.rci.rutgers.edu/~polcomp/judaff/docs/UCSC.pdf> for more information.

### ***What is expected of you:***

1. Check your email every day.
2. Read every assignment in the text before class, and come prepared to discuss it and ask questions about it.
3. Participate in class discussions. But be respectful of your listeners and give everyone time to talk.
4. Listen attentively and respectfully to whomever is talking in class, be it the professor or a fellow student. (This means no texting or web browsing.)
5. Attend every class. Arrive on time. You cannot pass the course if you have an unexcused absence.
6. Be curious.
7. Be skeptical. Demand evidence before you believe something.
8. Enjoy the class, and if you are not, express your concerns and work to change things.
9. Work three hours outside of class for every hour in a class.
10. Many decisions are based on your values. But be sure be aware of your values and to state them when appropriate.

Policy on Academic Integrity (including cheating, fabrication, and plagiarism). A detailed explanation of these policies can be found at <http://ctaar.rutgers.edu/integrity/policy.html>. Failure to comply with the policies of this course and of the university will result in disciplinary action.

Academic integrity includes:

1. Develop and write all your own assignments
2. Show in detail where the materials and sources you use in your papers come from
3. Do not fabricate information or citations in your work
4. Do not facilitate academic dishonesty for another students by allowing your own work to be submitted by others.

Do not plagiarize. Do not copy anything word for word without putting it in quotes and referencing it. Do not copy any idea without referencing it. Do not copy anything from the Internet and submit it as your own work. Every sentence or paragraph in your paper will fall into one of three categories: 1) Direct quote from an article you read; 2) Idea from article you read, expressed in your own words; or 3) Your own idea. In the case of 1 or 2, it is necessary to reference the article from which the quote or idea came. If it is a quote (1), it must appear in quotation marks. Try to use your own words to express your ideas. For more information on plagiarism, visit the Rutgers Writing Program at

<http://wp.rutgers.edu/courses/plagiarism>.

If you are doubtful about any issue related to plagiarism or scholastic dishonestly, please discuss it with the instructor.

## Class Schedule

*This schedule is subject to change at any time. In the event the schedule changes the instructor(s) will try and provide advanced notice.*

<b>Date</b>	<b>Topic</b>	<b>What's due?</b>
Jan. 20	Welcome and Intro	In-class Winter Break speech
Jan. 27	New Media and Meteorology: Convergence & Online Communication	<b>Reading:</b> Kelly, "Opportunities for 21st Century Meteorology" <b>Upload in:</b> Response paper
Feb. 3	Guest Speaker: Alex Calamia	Freedman, "Seal of Approval"
Feb. 10	Dr. Decker presents Forecasting as a Social Science	<b>Reading:</b> Fine, Chapter 4 <b>Upload in:</b> Response paper
Feb. 17	On-Air Talent: Myths and Misconceptions	<b>Readings:</b> Potter, "He's Not A Weatherman But He Plays One On TV" <b>Upload in:</b> Response paper
Feb. 24	Social Media to Communicate About the Weather	<b>Reading:</b> AMS, "Best Practices for Publicly Sharing Weather Information Via Social Media" <b>Upload in:</b> Response paper
March 3	Meteorology and the Entertainment Industry, Select Speech Topics	<b>Reading:</b> Campbell, "Environmental Catastrophe Risk As Factual Entertainment" <b>Upload in:</b> Response paper
<b>March 10 &amp; 17</b>	<b>No class</b>	<b>Spring Break!</b>
March 24	Dr. Decker presents Styles of Weathercasting	<b>Reading:</b> Chapter 4, "Weather On The Air" <b>Upload in:</b> Response paper
March 31	Guest Speaker: Megan Linkin, Swiss Re	N/A
April 7	Communicating Scientific Uncertainty	<b>Reading:</b> Olausson, "Global Warming, Global Responsibility? Media Frames of Collective Action & Scientific Uncertainty" <b>Upload in:</b> Response paper
April 14	Dr. Decker presents Communicating Forecast Uncertainty	<b>Reading:</b> Broad et al., "Misinterpretations of the 'Cone of Uncertainty' in Florida During the 2004 Hurricane Season" <b>Upload in:</b> Response paper
April 21	Final Speech Presentations	Final Speech Presentations
April 28	Focus Group	Meet at Cook Campus Center Room TBD