

☐ **LESSON 1: INTRODUCTION TO THE FUNDAMENTALS**

Divide the daily workload into three manageable tasks

Action Item: Weather Department Resources worksheet

☐ **PERFORMANCE COACHING SESSION #1**

☐ **LESSON 2: ACCURATE METEOROLOGY**

Commit to producing an accurate forecast or nothing else matters

Action Item: Write a daily weather discussion

☐ **LESSON 3: THE ESSENTIAL MESSAGE**

Edit the meteorology into a few clear, concise, conversational statements

Action Item: Compose The Essential Message

☐ **PERFORMANCE COACHING SESSION #2**

☐ **LESSON 4: METEOROLOGY MARKETING**

Learn how the “generous act of helping others” can help you communicate more effectively

Action Item: Essential Weather Content worksheet

☐ **LESSON 5: DELIVER ON-AIR**

Produce viewer-driven weathercasts and teases

Action Item: Complex Data Conversion worksheet

☐ **PERFORMANCE COACHING SESSION #3**

☐ **LESSON 6: DELIVER ONLINE**

Supplement and complement on-air weather coverage with relevant digital content

Action Item: Digital Content Library inventory

☐ **PERFORMANCE COACHING SESSION #4**

☐ **LESSON 7: DELIVER ON SOCIAL MEDIA**

Cross-promote content to pull consumers back to station-branded platforms

Action Item: Social Media Personality survey

☐ **LESSON 8: BEST PRACTICES**

Define your personal brand and establish daily routines

Action Item: Write a Mission Statement

☐ **PERFORMANCE COACHING SESSION #5**

☐ **FOLLOW-UP COACHING SESSION**

Scheduled about four months after completing the master class