

**OVERVIEW**

Learn how this online coaching course is structured

**LESSON 1: INTRODUCTION TO THE FUNDAMENTALS**

Divide the daily workload into three manageable tasks

**LESSON 2: ACCURATE METEOROLOGY**

Commit to producing an accurate forecast or nothing else matters

**LESSON 3: THE ESSENTIAL MESSAGE**

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

**LESSON 4: METEOROLOGY MARKETING**

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

**LESSON 5: DELIVER ON-AIR**

Produce viewer-driven weathercasts and teases

**LESSON 6: DELIVER ONLINE**

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

**LESSON 7: DELIVER ON SOCIAL MEDIA**

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

**LESSON 8: BUSINESS OF BROADCAST METEOROLOGY**

Candid discussion about the industry and trends

**CAREER COACHING SESSION**