

# **AMS-NWA Memphis Chapter**

Meeting Minutes

March 21, 2024

## **Opening**

The March business meeting of the AMS-NWA Memphis Chapter was called to order at 7:00pm on March 21, 2024, by President Dorian Burnette.

## **New Business**

The Treasurer's Report was given by Erik Proseus. As of January 23, the scholarship fund balance was \$761.47. The general checking account balance was \$1,107.77. A vote was taken to approve expenditures related to the evening's guest speaker, who was from out of town, and passed.

## **Presentation**

The speaker for the evening was Kristina Balentine, a graduate student in the Meteorology Department at Mississippi State University and our 2023 Tom Salem Memorial Scholarship recipient. Kristina presented on her thesis research, "Determining the Influence of Broadcast Visuals and Messages on the Public's Perceptions and Intent to Shelter in Tornado Warnings." Kristina surveyed over 300 people that generally live in areas prone to tornadoes and were fairly knowledgeable about weather. She showed them multiple clips of broadcast media tornado coverage to determine how the participants understood and responded to descriptions of radar imagery, the messaging of the meteorologist, the inclusion of various video coverage of the storm, as well as the meteorologist's request for the public to submit footage. She made several conclusions including that: the order of the presentation of radar and video affected their responses to the survey, intent to shelter was higher for those shown tornado video than radar, explanation of the radar data and issuing calls-to-action were helpful and increased participant's tornado response, a meteorologist's on-air request for viewer footage was confusing and reduced credibility, and what meteorologists say is more important than what they show.

## **Adjournment**

After a question-and-answer period, there being no further business, the meeting was adjourned at 8:10pm by President Dorian Burnette.

Minutes submitted by: Erik Proseus, Secretary

Approved by: Dorian Burnette, President