

**AMS WORKSHOP:
(IN)CONSISTENCY IN A SOCIAL MEDIA WORLD: COMMUNICATION
REFLECTIONS OF THE 2017 HURRICANE SEASON**

7-11 JANUARY 2018

**IN HONOR OF MATT PARKER, AMS PRESIDENT
AUSTIN CONVENTION CENTER**

AUSTIN, TX

WORKSHOP ORGANIZERS

Dr. Gina Eosco, Castle Williams and Doug Hilderbrand

AMS COMMITTEE ON EFFECTIVE COMMUNICATION OF WEATHER AND CLIMATE INFORMATION

Dr. Gina Eosco and Mr. Robert Ryan, Co-Chairpersons

Jacob DeFlicht, Dr. Julie Demuth, Jenny Dissen, Gregory Fishel,

Robert Goldhammer, Dr. Roger Pielke Sr., Dr. David Robinson, Jason Samenow, Jennifer Sprague-Hilderbrand, Gary Szatkowski, William Clark, Adam Rainear and Castle Williams

PROGRAM (ROOM 10AB)

SUN 7 JANUARY

- 12:00 P.M. NETWORKING**
- 12:30 P.M. WELCOMING REMARKS, INTRODUCTIONS, AND DEDICATION**
- 12:40 P.M. HARVEY, IRMA, AND MARIA: REFLECTIONS OF THE 2017 HURRICANE SEASON: PERSONAL REFLECTIONS ON THE 2017 HURRICANE SEASON IN THE CONTEXT OF SOCIAL MEDIA, (IN) CONSISTENCY, AND CHALLENGES/SUCCESSES EXPERIENCED DURING HARVEY, IRMA, AND MARIA.**
- 1:00 P.M. LIGHTNING TALKS: (IN)CONSISTENCY, SOCIAL MEDIA, AND THE 2017 HURRICANE SEASON: A SERIES OF 3-MINUTE, HIGH-ENERGY TALKS WHERE PANELISTS WILL PRESENT (1) THEIR BIGGEST CHALLENGE/SUCCESS FROM THE 2017 HURRICANE SEASON OR (2) THEIR MOST THOUGHT-PROVOKING FINDING FROM THEIR RESEARCH ON SOCIAL MEDIA AND/OR (IN)CONSISTENCY. THESE PRESENTATIONS ARE NOT MEANT TO REFLECT FULL RESEARCH PRESENTATIONS, BUT RATHER TO SPARK IDEAS AND INSPIRE THE WORKSHOP ATTENDEES TO BRAINSTORM DURING THEIR BREAKOUT GROUP DISCUSSIONS LATER IN THE WORKSHOP.**
- 1:15 P.M. DISCUSSION AND Q&A**
- 1:25 P.M. LIGHTNING TALKS: ROUND TWO**
- 1:40 P.M. DISCUSSION AND Q&A**
- 1:50 P.M. BREAK INTO SMALL GROUPS: WORKSHOP ATTENDEES WILL BREAK INTO SMALL GROUPS, BASED ON THEIR OVERALL INTEREST, TO FURTHER DISCUSS SPECIFIC CHALLENGES, RESEARCH QUESTIONS, AND BEST PRACTICES THAT ACCOMPANY SOCIAL MEDIA USE AND/OR CONSISTENCY. BREAKOUT GROUP DISCUSSION TOPICS COULD INCLUDE: GRAPHICS AND THEIR SIMILARITIES/DIFFERENCES; HOW LACK OF CHRONOLOGY ON SOCIAL MEDIA MAY GIVE THE APPEARANCE OF (IN)CONSISTENT MESSAGING; HOW SHARING DETERMINISTIC VS. ENSEMBLE MODEL INFORMATION MAY PROMOTE (IN)CONSISTENT MESSAGES ABOUT UNCERTAINTY; WHAT IS “(IN)CONSISTENCY” AND HOW SHOULD WE THINK ABOUT IT AS A COMMUNITY?**
- 2:45 P.M. COMING TO A CONSENSUS: SHARING BEST PRACTICES AND RESEARCH PRIORITIES: THE GROUPS WILL REJOIN EACH OTHER IN A PLENARY DISCUSSION TO REPORT OUT THEIR BREAKOUT GROUP DISCUSSION. THE REPORTS SHOULD INCLUDE THE IDENTIFIED (IN)CONSISTENCY CHALLENGE AND POTENTIAL WAYS TO ADDRESS IT INCLUDING BEST PRACTICES, RESEARCH PRIORITIES, OR NEEDS AS IDENTIFIED BY THE GROUP. THIS WILL ALSO INCLUDE A BRAINSTORM SESSION WITH THE AUDIENCE TO DETERMINE RESEARCH AND POLICY PRIORITIES AS WELL AS NEXT STEPS FOR ADDRESSING MESSAGE CONSISTENCY IN OUR COMMUNITY.**
- 3:30 P.M. CLOSING REMARKS**
- 3:45 P.M. WORKSHOP CONCLUSION**