

2018 AMS Annual Meeting Theme

Transforming Communication in the Weather, Water, and Climate Enterprise

Focusing on Challenges Facing Our Sciences

Communication is a dynamic, powerful, and essential part of the weather, climate, and water enterprise. Successful communication requires **active engagement** – not only thinking about what, when, where, how, why, and to whom we speak but also carefully listening to better understand and respond appropriately. Every day we communicate to share and generate ideas, exchange information, inform the public, and create an understanding and awareness of our sciences. And we do this with the goal of benefitting society within an ever-changing backdrop of policy, technology, and knowledge.

To ensure the success of our enterprise in the future, the 2018 AMS Annual Meeting theme is devoted to exploring our **culture of communication**. The years 2019–20 will mark an inflection point for the AMS as it celebrates its 100th anniversary. Regardless of how we communicated during the past century, the next 100 years will unquestionably be far different and ever-changing. Formidable challenges remain in communicating emergency actions simply, expressing probabilistic/uncertainty information clearly, honing our predictive skills for chaotic systems, and perfecting our data collection and analysis techniques, all of which will be happening across scientific disciplines and between the government, academic, and commercial sectors, as well as with international collaborators. The intent of the 2018 Annual Meeting theme is to enhance our scientific conference with a focus on **communication science and practice** as the cornerstone upon which we can stand and lead through innovative, unifying solutions to enhance and strengthen our enterprise.

The 2018 AMS Planning Committee encourages that time be devoted to answering one or more of the following questions through special sessions, keynote speakers, town hall meetings, oral/poster presentations and panel discussions. Sessions that use new and innovative modes of communication are especially encouraged.

- What are the key opportunities, both technical and practical, for improving communication within your specialty areas? What are examples of best practices for new methods of communication?
- What is the future of scientific communication in general including *BAMS* and other online AMS-related media?
- How should future AMS meetings be structured to improve community-wide engagement and knowledge exchange? How can technology make meetings accessible to more people?
- What are the communication opportunities across generations, languages, cultures, and the government, academic, and commercial sectors? In what ways can each specialty improve engagement with other disciplines, policy-makers, and the public?

Summaries and compilations of this information will be considered for publication in *BAMS* following the 2018 Annual Meeting in Austin, Texas.

(07/01/16)