



Forecasting The Future

Action News Now Meteorologist Patrick
Wright



A LITTLE ABOUT ME



PennState
College of Earth
and Mineral Sciences



PennState®



**The
Weather
Channel**

- Born In Colorado
- Lived in the Midwest at One Point
- Spent Most Of My Time Near Seattle, WA
- Degree In Meteorology From Penn State
- Graduated Amidst The Pandemic Late 2020!
- Moved To California Mid-2021

Loving The Weather Since Before I Could Remember..... :)



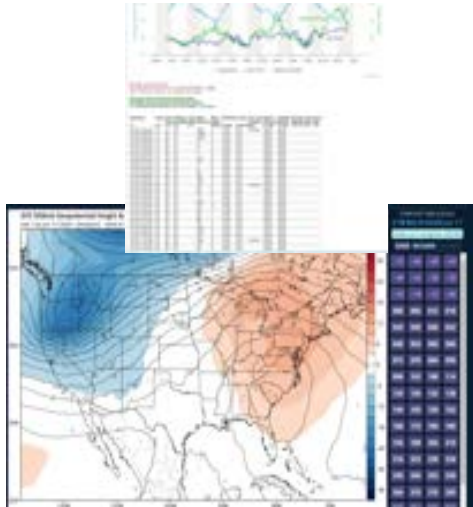
MY TIME AT ACTION NEWS NOW

- Started in Late July 2021
- Weekend Weather/Weekday Reporter
- Worked Every Shift at ANN As A Fill-In Meteorologist
- 6 Months Filled In As Chief While Search Was On To Replace Jason Stiff Late Last Year

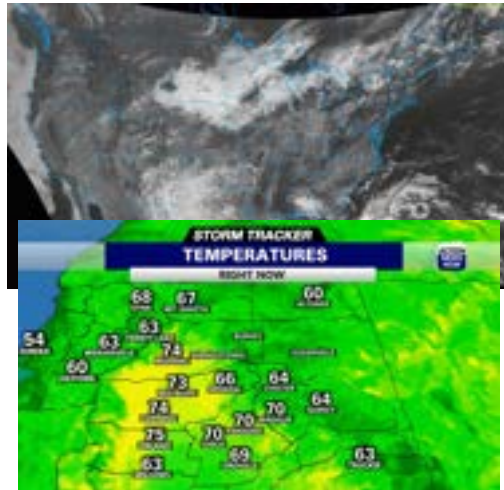


WHAT I LOOK AT FORECASTING THE WEATHER

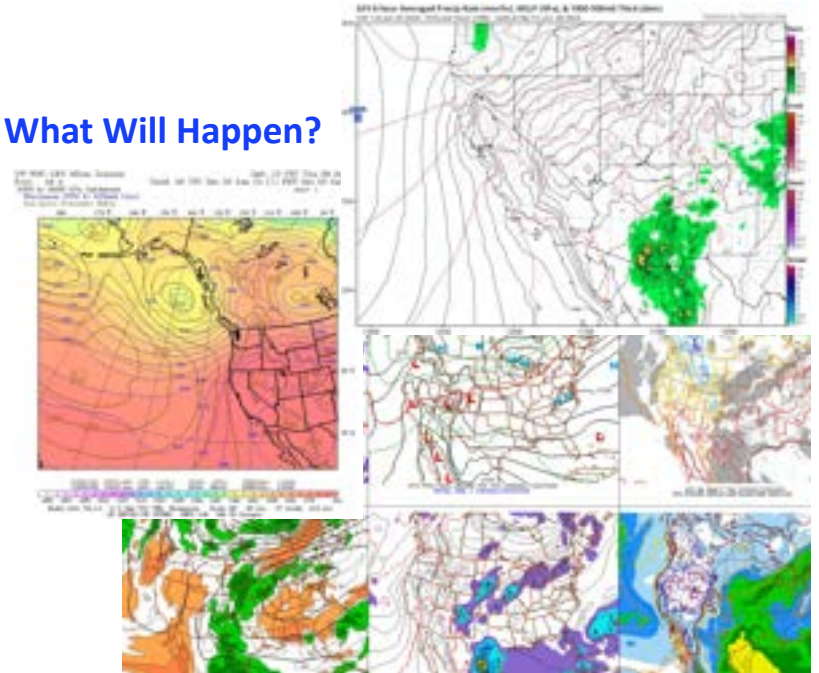
What Has Happened?



What Is Happening Now?

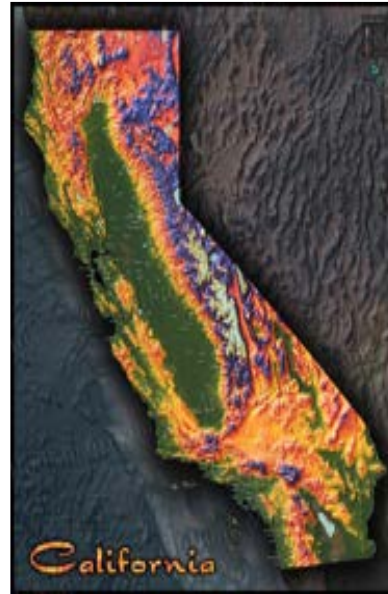


What Will Happen?



CHALLENGES WITH OUR WEATHER

- Topography!!!
- Lack Of Data West Of Us
- Some Cases Lack of Data Locally



THE FINAL PRODUCT

- After The Forecast Is Made We Put It On Air!
- Fill The Time The Producers Gave Me!

(Not Always Smooth Behind The Scenes)

- Part of The Job Is Rolling With The Punches...



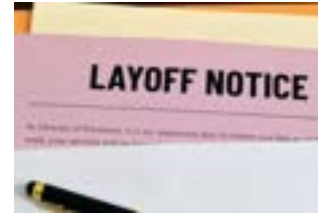
OTHER FACTORS FOR TV

- Looks Matter! This is A Visual Medium!
(Different Places Do Different Things)
- More & More Personality Plays A Key Role
Today & In The Future



FUTURE OF COMMUNICATION

- Not Exactly Sure Where This Goes From Here.....Lots Of Turmoil In The TV Industry Right Now



Possibilities:

- AI Avatars For Weather
- Smaller Digital Based News/Weather Shows
- More Personality Focused
- Bigger Emphasis On Impactful Weather Over Numbers



Fake Person!

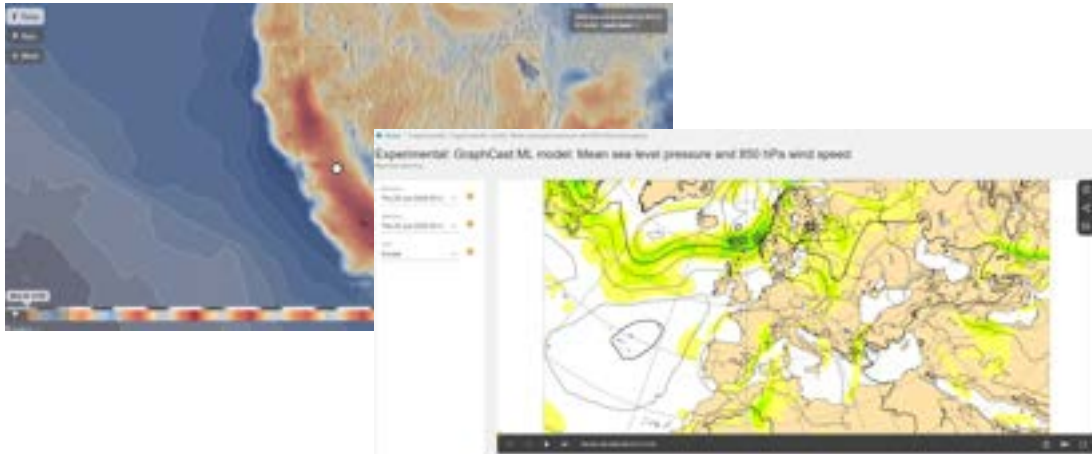


https://www.linkedin.com/posts/the-weather-network_ai-powerofai-aidevel-opment-activity-7206664063647444992-RYTo?utm_source=share&utm_medium=member_desktop

THE FUTURE OF FORECASTING

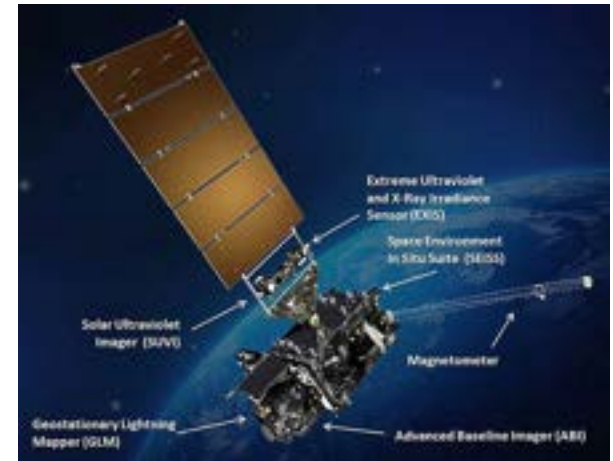
Large Language Models (AI):

- Easier To Process Data Compared To Physics Based Models
- Currently In Development



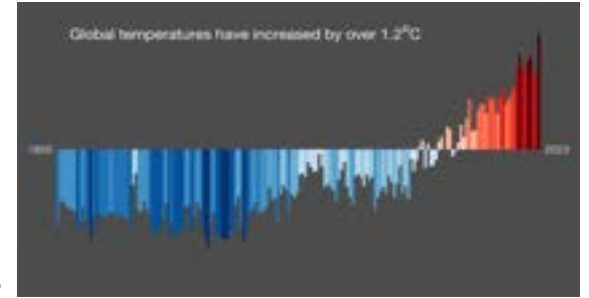
More Data!

- Data Is King!! New Ways To Observe The Atmosphere From Space, From The Surface, ETC.



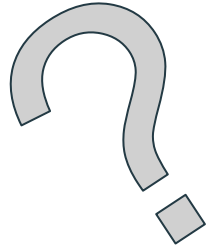
STATE OF OUR CLIMATE

- Put It Bluntly, Not Great..... Pushing New Boundaries Every Year



CHALLENGES OF COMMUNICATING THE CLIMATE

- Very Long Term Problem Spanning Generations. “We Live In Days, Climate Change Unfolds Over Years/Decades Beginning Yesterday”
- Not Very Dramatic Most Of The Time
- Language A Very Tricky Thing To Communicate
- Not Always Presenting Itself In A Death & Destruction Fashion



QUESTIONS? COMMENTS! CONCERNS?

