



Communicating NOAA CI value through storytelling ... with students

Jean M. Phillips

Director of Communications Emerita

Space Science and Engineering Center



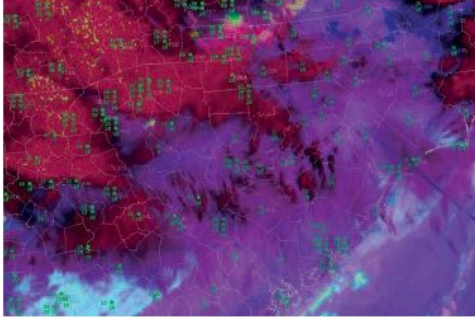
Communications guided by organizational mission



UW-Madison	NOAA	CIMSS	CIMSS Communications
<p>To provide a learning environment in which faculty, staff and students can discover, examine critically, preserve and transmit the knowledge, wisdom and values that will help ensure the survival of this and future generations and improve the quality of life for all.</p>	<p>Science, service and stewardship</p> <ol style="list-style-type: none">1. To understand and predict changes in climate, weather, ocean and coasts;2. To share that knowledge and information with others; and3. To conserve and manage coastal and marine ecosystems and resources.	<p>To advance the use of meteorological satellite data to enable the National Oceanic and Atmospheric Administration to meet the nation's weather and climate needs.</p>	<p>Support research and education of CIMSS by communicating across media</p> <ol style="list-style-type: none">1. To share impact of research2. To maintain support, trust and credibility3. To increase understanding and visibility4. To build relationships



UW-Madison, NOAA, CIMSS stories provide experiential learning



SCIENCE & TECHNOLOGY

Making Air Travel Safer | SUMMER 2022

The UW devises a tool to detect fog and low-lying clouds.

40 years and counting, NOAA renews partnership with UW

May 22, 2020 | By [Leanne Avila](#) | [For news media](#) ⊕

More frequent hurricanes not necessarily stronger on Atlantic coast

January 4, 2017 | By [Jean Phillips](#) | [For news media](#) ⊕

Zhengzheng Zhang, M.S., Science Journalism; Ph.D., Physics



“RA communication position at SSEC/CIMSS ... was my first science writing position.

It offered me many great opportunities to interview top researchers in the field, write different types of articles and apply science writing skills that I had learned in the classroom into practice, but also helped me build a strong, compelling science writing portfolio and lay a solid foundation for my future career development in science communication.

Thanks to this valuable work experience and those competitive science writing samples, I successfully got my first full-time job offer right after graduation as a science writer at the American Institute of Physics. At the AIP, I started as science writer/editor and later was promoted to international science media project manager ... ”

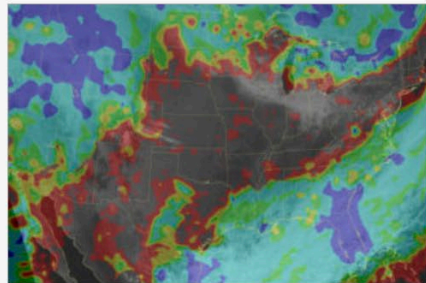


Stories by Zhengzheng Zhang: Amplifying the Wisconsin Idea, CI research and NOAA's mission



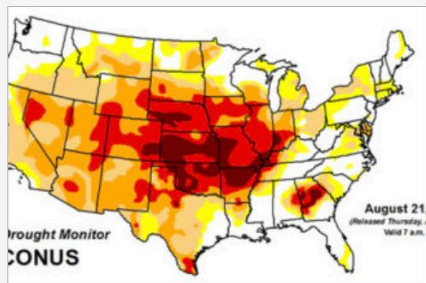
[A Foreign Postdoc's Experience: Advancing Tropical Cyclone Research in Another Land](#)

April 29, 2014 | [Zhengzheng Zhang](#)



[Sky Cover: Shining Light on Cloudiness Forecasts](#)

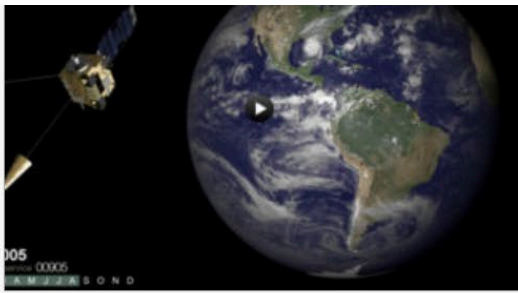
February 3, 2014 | [Zhengzheng Zhang](#)



[Flash drought: a new early warning system](#)

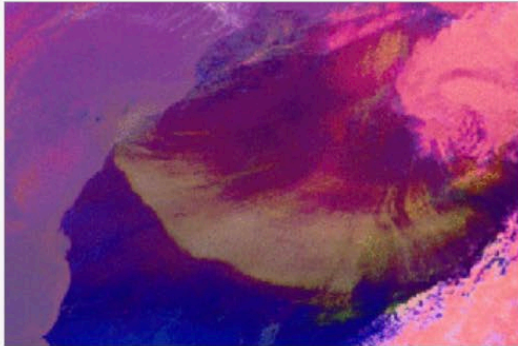
December 3, 2013 | [Zhengzheng Zhang](#)





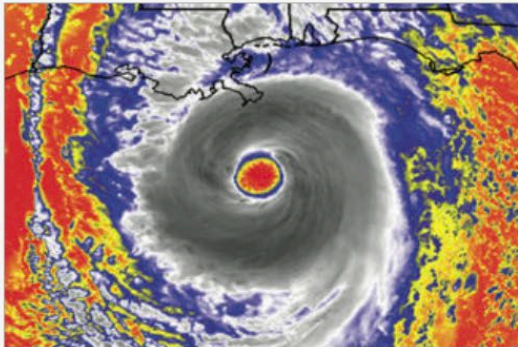
Looking back at GOES-12, looking forward to GOES-R

August 30, 2013 | Zhengzheng Zhang



Quantitatively Monitoring Dust Events: Better Weather Prediction Ahead

August 15, 2013 | Zhengzheng Zhang



Using Satellite Observations of Clouds to Improve Weather Forecasts

July 30, 2013 | Zhengzheng Zhang



Lifting the Veil on the IPCC: Assessing Climate Change Research

July 11, 2013 | Zhengzheng Zhang



Sarah Witman, M.S., Science Journalism



**Sarah
Witman**

Science Journalist

About

Portfolio





Stories by Sarah Witman: Amplifying the Wisconsin Idea, CI research and NOAA's mission



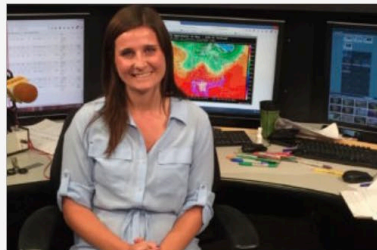
Tristan L'Ecuyer: Atmospheric, climate research group leader

May 31, 2016 | Sarah Witman



SSEC research interns forge studious camaraderie

May 19, 2016 | Sarah Witman



Notable achievements by SSEC-affiliated students

May 10, 2016 | Sarah Witman



Scientists demonstrate GOES-R toolkit to "bridge the gap" between severe weather watches, warnings

May 9, 2016 | Sarah Witman



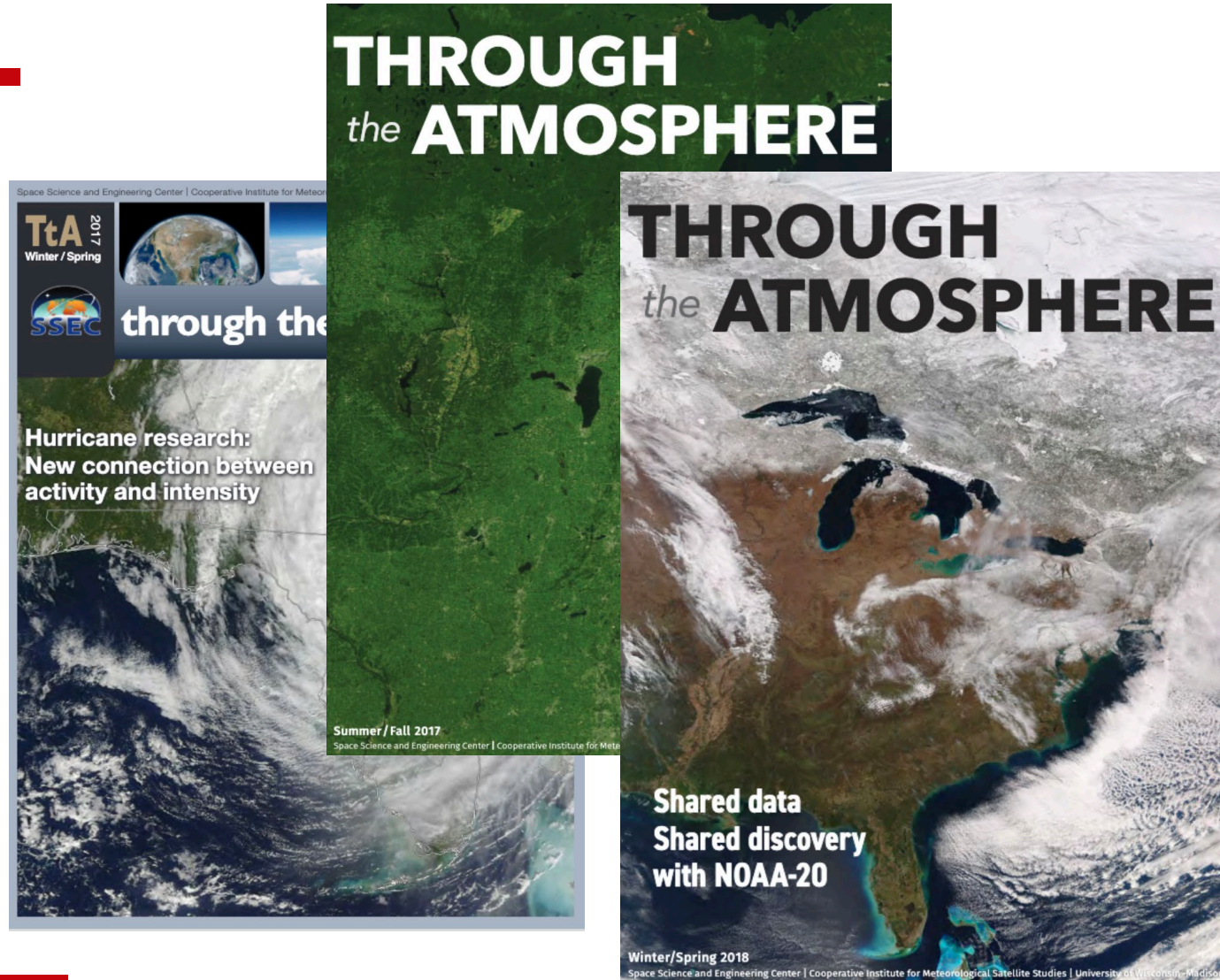
Stories by Sarah Witman: Amplifying the Wisconsin Idea, CI research and NOAA's mission



A Hopeful Forecast: More Accurate Long-Term Weather Predictions

Improving technology could make it possible to better anticipate weather conditions weeks in advance, especially in the tropics.

External communications noticed by NOAA leadership



“Just opened the latest issue [of Through the Atmosphere] ... What would have also looked great is VIIRS on the cover.”

Mitch Goldberg, Senior Scientist at NESDIS

Callyn Bloch, M.S., Life Sciences Communication



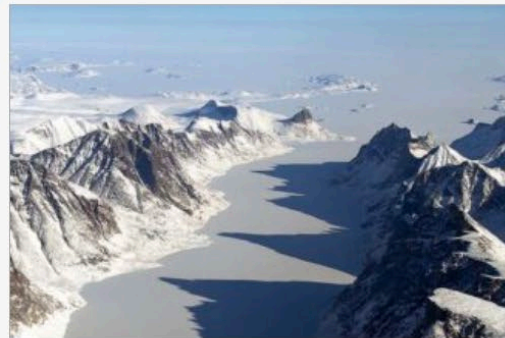
“During my research assistantship, I gained hands-on experience with communicating science to a variety of audiences, which complimented the theory I was learning in my coursework. I got a behind-the-scenes look at how a successful communications team functions.”

This experience taught me how to collaborate successfully within a team, and I learned a lot from my mentors. During my position, my writing improved substantially. Previously, I had only written scientific journal articles and papers, and this was my first real experience with science writing for broad audiences.

My work at SSEC has helped prepare me for success in my current role.”

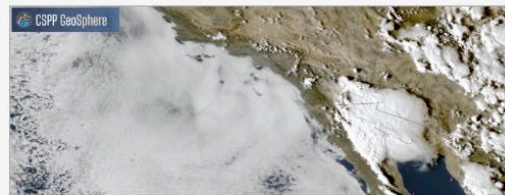


Stories by Callyn Bloch: Amplifying the Wisconsin Idea, CI research and NOAA's mission



PREFIRE – CubeSats improve climate models and predictions

November 30, 2022 | [Callyn Bloch](#)



CSPP Geosphere – User-friendly features for GOES imagery

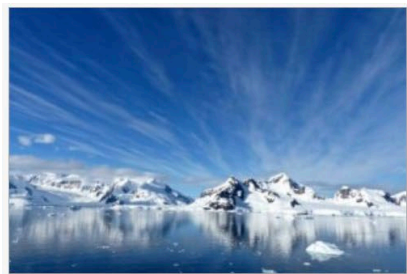
November 7, 2022 | [Callyn Bloch](#)



Hollings Scholar – Undergraduate research opportunity at CIMSS

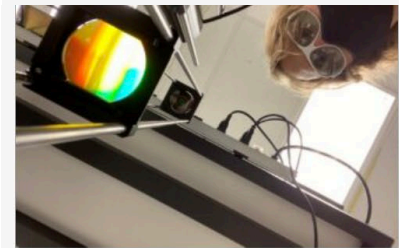
October 28, 2022 | [Callyn Bloch](#)





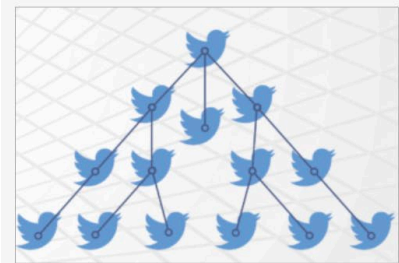
Student research strengthens PREFIRE mission, provides scientific direction

April 6, 2022 | Callyn Bloch



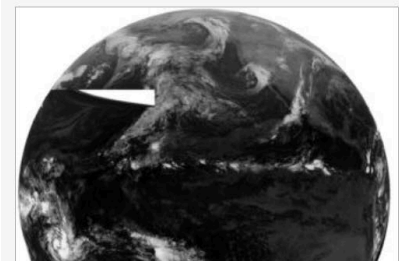
PREFIRE'S miniature detectors: Observing the Earth from CubeSats

January 26, 2022 | Callyn Bloch



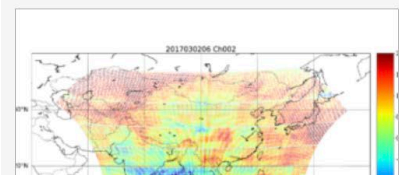
Tweets and machine learning – Helping the National Weather Service understand its social media impact

October 11, 2021 | Callyn Bloch



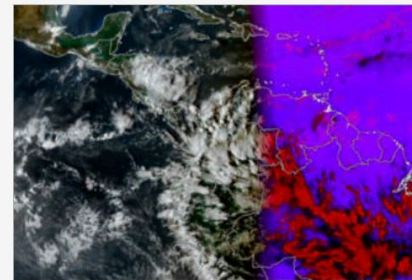
Shark fins and internships – Solving real world problems through mentorship

September 30, 2021 | Callyn Bloch



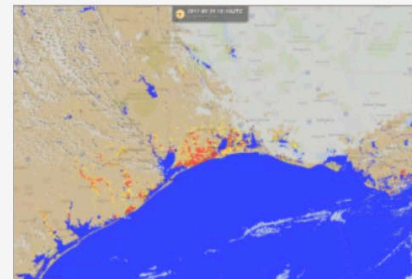
Collaborating on the first hyperspectral infrared sounder in geo orbit

September 20, 2021 | Callyn Bloch



CSPP GeoSphere provides new view of GOES-16 imagery


March 18, 2021 | Callyn Bloch



Monitoring global flooding from direct broadcast flood products

January 22, 2021 | Callyn Bloch

RA experience: Professional stepping stone



Dr. Zhengzheng Zhang · 3rd
Regional Publisher/Editorial Development Manager, Americas at
Royal Society of Chemistry
Washington, District of Columbia, United States · [Contact info](#)
484 connections

Royal Society of Chemistry:

Editorial strategy development and implementation for 50+ journals in North and South America



WELCOME TO THE TEAM, CALLYN!

Learn more about how you can join EFI.
Check out our careers page!

energyfuturesinitiative.org



Callyn Bloch
Communications Fellow

Callyn has a Master of Science in Life Sciences Communication and experience in weather and climate satellite research.



Energy Futures Initiative:
Communications Fellow for nonprofit in energy transition



Who is next?

Rena Sletten, B.A., Physics; B.A., Public Relations; B.S. Astronomy



My goal is to change the way people see the world and how they interact with it by combining science, communication and everyday life - the recipe to reach humanity.”

Rena Sletten



The take-away: Students are key partners

- Their participation makes our work relevant: they are the next generation of scientists and science communicators
- Their stories amplify the Wisconsin Idea and NOAA's mission by sharing knowledge
- Their contributions help us to promote CIMSS researchers and the results of their research to an array of audiences
- Their participation makes them ambassadors whether they follow a career path with NOAA or another organization







