



AMERICAN METEOROLOGICAL SOCIETY

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Dan Zarrow Earns New AMS Certified Broadcast Meteorologist Designation

Meteorologist Dan Zarrow has earned the American Meteorological Society's Certified Broadcast Meteorologist (CBM) designation, a professional recognition of the quality of his weather broadcasts. Among radio and television meteorologists, the CBM designation is sought as a mark of distinction and recognition.

The AMS grants the CBM designation to broadcast meteorologists who meet established criteria for scientific competence and effective communication skills in their weather presentations. The CBM is a new program, launched in January 2005 as an upgrade to the Society's Seal of Approval program.

"The Society's Certified Broadcast Meteorologist designation clearly recognizes that the holders have the educational background and have been tested in their knowledge and communication of the sciences needed to be an effective broadcast meteorologist," said AMS Executive Director Keith Seitter. "The general public can have added confidence in the quality and reliability of weather presentations made by broadcast meteorologists approved by the Society."

Mr. Zarrow earned a Bachelor of Science degree in Atmospheric Science at Cornell University in Ithaca, New York. For over two years, he served as the weekend and morning meteorologist at KSWO, the ABC television affiliate in Lawton, Oklahoma. In October 2008, Mr. Zarrow returned to Ithaca, New York to work as a programmer for the Northeast Regional Climate Center, specializing in web design and extreme precipitation analysis. He also provides vacation relief for the on-air weather talent at WENY, the ABC television affiliate in Elmira, New York.

To earn the CBM, broadcasters must hold a degree in meteorology or equivalent from an accredited college or university, pass a rigorous written examination, and have their on-air work reviewed to assess technical competence, informational value, explanatory value, and communication skills.

In addition to the initial educational and test requirements, CBMs have to earn professional development points in order to maintain their certification. These points can be earned by attending scientific seminars or meetings and similar activities.

The AMS is the nation's largest professional society for those in the atmospheric and related sciences. The Society, founded in 1919, has more than 11,000 members around the world.

For more information on the Certified Broadcast Meteorologist (CBM) Program, go to <http://www.ametsoc.org/amscert/index.html>! Dan Zarrow's personal web site, including video samples of his work, may be viewed at <http://danzarrow.com>

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