

The Certified Broadcast Meteorologist (CBM) Program for new applicants (Approved by AMS Council 11 January 2004)

These procedures govern all aspects of the Certified Broadcast Meteorologist program for new applicants. Until 1 January 2009, individuals holding an active AMS Seal of Approval granted as a result of application prior to 1 January 2005 may choose to elevate their certification to CBM through a separate process described in "Procedures for CBM Application by AMS Sealholders."

1. The Certified Broadcast Meteorologist (CBM) Program

The Certified Broadcast Meteorologist (CBM) Program was inaugurated on 1 January 2005. The goal of the program is to certify that the holder meets specific educational and experience criteria and has passed rigorous testing in their knowledge and communication of meteorology and related sciences needed to be an effective broadcast meteorologist. Since the broadcast meteorologist is the primary representative of the meteorological profession to the public, we, as meteorologists, have a responsibility to help recognize those who are competent.

The AMS formed the CBM Program in order to raise the standards for certification by instituting a written examination, tape review, and mandatory professional development component. In order to acquire a CBM, an individual must hold a degree in meteorology (or equivalent) from an accredited college/university.

2. Board of Broadcast Meteorology

This Board is a standing committee of the Society under the Commission on Professional Affairs. It is responsible for considering applications and making recommendations in regard to certification. The Board will consist of twelve certified members who do not hold elective office in the Society and who contribute their time and interest to the program. An attempt should be made to ensure that no member is professionally employed by the same organization as another member during tenure on the Board. Members are appointed by Council action for terms of three years. In order to ensure the fairness of the examination procedures, the Board has adopted the policy that its members will avoid conflicts of interest in the evaluation process. Members will continue to avoid such conflicts by disqualifying themselves from evaluating competitors or business associates when such relationships would interfere with their impartiality.

3. Procedures for Certification

Application to the AMS CBM Program requires a three-step process that shall be made in the following order:

1) Upon request, the Society will furnish an application form. Applications will be accepted only from individuals who hold a bachelor's or higher degree in atmospheric science or meteorology (or the equivalent) from an accredited college/university. The acceptability of the equivalency of the degree will be determined by the AMS Admissions Committee using for guidance the AMS Statement "The Bachelor's Degree in Atmospheric Science or Meteorology."

2) The CBM applicant must pass a "closed book", proctored, qualifying examination referred to as the "CBM Exam" to demonstrate knowledge of general meteorology. Each CBM Exam will be generated from a pool of approximately 300 to 500 questions. A test of 100 multiple choice and true/false questions will be administered in a group testing environment to be held at various times of the year and at varying locations around the country. An AMS Broadcast Board-approved meteorologist must proctor the test. Applicants must have a grade of 75 or higher in order to pass the written exam.

To assist applicants in passing the CBM exam, the Broadcast Board will provide a study guide for the examination including a sample test of questions.

3) Applicants successfully satisfying requirements 1 and 2 will then submit tapes of three consecutive working weathercasts for review by the AMS Broadcast Board.

a. Selection of evaluating committee

The Society will select five members of the Broadcast Board, who will constitute the reviewing panel for the applicant. Each member of the panel shall certify that he or she is aware of no conflict of interest in accepting the appointment to review any particular applicant. The applicant will be notified in writing of the names and occupations of the members selected and will be given an opportunity to object to any of the Board members selected. An applicant shall be required to state in writing the reasons for any objection to any member of the panel. The Chairperson may either accept the objection from the applicant or refer the question to the Commissioner on Professional Affairs for final decision; the Commissioner shall act on the preponderance of the evidence. All applicants shall be notified that unless objection is received within 15 days, the Society will assume that the selected Board members are satisfactory to the applicant and will proceed to the next step.

b. Submission of evaluation materials

The Chairperson will then request that the applicant submit three video- or audiotape examples of his or her work. These examples must be of broadcasts made on three consecutive appearance days. Appearance days do not necessarily mean "calendar days" therefore a weekend broadcast meteorologist may submit tapes from a Saturday, Sunday, and Saturday. In the case of individuals currently employed "on-air," the tapes shall be of actual on-air performances, including any lead-ins and throw-backs to other on-air talent. All commercial messages shall be edited out of the tape. No minimum time of each segment will be required. Weathercasts recorded "off-air" will be accepted from applicants not currently employed on-air and from those applicants who operate under such restrictions from their station management that they cannot include the content or demonstrate the presentation skills consistent with the standards of the AMS CBM Seal. Questions in this area should be directed to the Chair of the Board of Broadcast Meteorology who will work with applicants to determine the appropriate set of on-air and off-air submission materials. Performances on tapes submitted must be less than six months old as of the date of the application. Applicants must also certify that weathercasts submitted are substantially the result of their own work.

c. Grading process

The applicant sends a copy of his or her tapes directly to each member of the reviewing panel. The Board will review the tapes based on four criteria:

1) *Technical competence*

This category will be used to evaluate whether the information contained therein is scientifically and technically valid.

2) *Informational value*

This category will be used to evaluate whether the candidate has given the audience sufficient information about recent, current, and anticipated weather conditions locally and nationally.

3) *Explanatory value*

Reviewers are asked to determine whether or not the candidate has given sufficient explanation of the processes that produce the recent, current, and anticipated weather conditions.

4) *Communication skills*

This criterion is intended to measure the effectiveness of the means chosen by the candidate to communicate information and explanations. Since this is a highly subjective area, only a candidate's clear failure to communicate the information will be judged as grounds for failure. Subjective judgments concerning appearance, sets, lead-ins, props, map symbols, and voice quality will not be used unless cumulatively the negative effect of a poor performance in any of these areas compels the conclusion that the candidate has completely failed to communicate his or her message.

Grades will be awarded in each of the four categories on a scale of 4.0, as follows:

- 1.0: unacceptable
- 2.0: substandard
- 2.5: satisfactory (passing)
- 3.0: good
- 3.5: excellent
- 4.0: outstanding

Each reviewer will submit a grade in each category. The Chairperson will average the grades given by all members. A candidate must score at least a 2.5 average in each category in order to succeed on the examination.

4. Fees

Please see attached fee schedule.

5. Notification

1) Successful applicants will be notified by letter. In addition, they will be sent a press release from Society headquarters for possible use. Successful candidates may move their CBM Seal from station to station without further application to the Society. Relocation from a national (for example, CNN or The Weather Channel) to a local appearance, as well as relocation to a different country, however, requires the submission of a new tape (but no additional fee) for review by the Board Chair in accordance with the four stated criteria. Successful candidates will be informed both of their right to use the CBM Seal and of any limitations that the Society may impose upon such use.

2) Unsuccessful applicants will be notified by letter from the Society. The letter shall contain a statement from the Commissioner of Professional Affairs, explaining the failure and suggesting ways of improving the performance based upon the information received from Board members. Unsuccessful applicants may reapply after a period of three months from the date of the negative notification. Please see the attached schedule for applicable fees. After a second unsuccessful application, there will be a one-year waiting period before a third application can be submitted. However, if more than two (2) years have passed from the date of the negative notification on the applicant's initial application, then the second application shall be deemed a new application.

Unsuccessful candidates may appeal the negative decision of the Board of Broadcast Meteorology to the Executive Committee of the Society within 90 days of the date of notification. Please see the attached schedule for applicable fees.

6. Procedures for recognition of continuing professional development

One of the purposes of the CBM program is to provide an incentive for the continued professional growth of the meteorologist. In September 2003, the AMS Council approved the addition of a mandatory continuing professional development component for all of the Society's certification programs to be administered by each program's respective Boards. The procedures for submitting professional development activities to satisfy the requirements under the CBM program are provided below.

The Program to Recognize Continuing Professional Development by CBM is based on the development and maintenance of a "Professional Portfolio" by each individual CBM. A Professional Portfolio consists of an extensive list of activities and accomplishments related to an individual's professional career. This list was developed from input submitted by the CBM community. Each activity is assigned a Professional Development Score (PDS). To maintain active status, a CBM has to amass a total of 28 PDS points in a portfolio of continuing professional development during a five-year period, which must be submitted no later than the end of the fifth calendar year after the year in which the CBM received his or her certification or the year of the most recent submission of his or her portfolio.

The list of recognized professional activities and their PDS values is provided in the Table 1 (under development). A CBM can review or update his or her portfolio by logging onto the CBM Web page on the AMS Web site (to be determined) using the username and password created in the CBM's AMS membership profile. This Web site will allow the CBM to update his or her portfolio by filling in the appropriate cells on a preformatted form. To protect client confidentiality, specifics of many activities will not be required. Each CBM should keep personal records, however, that will provide tangible evidence of accomplishments in case their records are selected for audit. CBMs who do not have ready access to the Internet can file a paper copy of the portfolio information form with the AMS Manager of Marketing and Special Programs. AMS Headquarters staff will then enter it into the portfolio database.

Each activity listed must have occurred within the last five years. The portfolio database will be maintained at the AMS Headquarters. When a CBM wishes to have his/her portfolio evaluated to fulfill the five-year professional development requirement, he/she initiates the submission of the current portfolio through the AMS Web site. Each portfolio will be confidential. Only the filing CBM, the Chair of the CBM Board or designee, and appropriate AMS Headquarters staffers will have access to an individual portfolio (except in the case where a CBM seeks an appeal). The submission of portfolios will be an automated process adding an additional level of security to the portfolios.

The portfolio Web site will, for each CBM logging into his or her portfolio, include a running total of the number of PDS points accumulated since the CBM's certification was granted or the most recent submission of the portfolio. After a successful submission — that is, one with a portfolio containing at least 28 PDS points accumulated in the past five years — a new, clear, portfolio will be initialized and the date for the five-year professional development period will be reset.

Audits

No less than 5% of the portfolios submitted each year will be objectively chosen to be audited as a means of evaluating the program.

In addition, an audit of a CBM's portfolio may also be requested, with cause stated, by any member of the Society in writing to the Chair of the Commission on Professional Affairs, who may summarily dismiss a frivolous request with notice and a statement of reasons to the individual making the request.

Either of the audits described above will consist of requesting the audited CBM to provide documentation of his or her portfolio's contents, which will be reviewed by the CBM Chair or board member designated by the chair. If, in the opinion of the CBM Chair, no aspects of the portfolio show cause for concern, the audit will be recorded as a pass and the CBM will be notified of such. If, after review of the documentation of the portfolio, the CBM Chair finds cause for concern on any aspect of the portfolio, the Chair will notify the audited CBM of the nature of the concern and the audited CBM will have 30 days to respond with additional information or documentation as appropriate. The CBM Board then will review the portfolio as well as the

response of the audited CBM and render a decision by majority vote within 60 days. If the Board decides that the CBM has not passed the audit, the Board will declare the CBM to be Inactive. The CBM may appeal the Inactive status as provided for in these procedures.

7. Maintaining the list of acceptable continuing professional development activities

The list of recognized professional activities and their PDS values provided in Table 1 will be reviewed at least annually by the Board Chair for its relevance to the normal activities of a CBM, and revisions will be made as appropriate. Any active CBM can send a request to the Board Chair to have a specific activity considered for inclusion on the list or for the PDS point value of an existing activity. Each such request will be vetted by the Board of Broadcast Meteorology, who may seek external review and recommendation as they feel appropriate, and a decision on each suggested change will be made by majority vote of the Board. When a rule change is made, the CBM will be given the benefit of either the old or new rule as long as the activity was carried out prior to the end of the calendar year in which the change was made.

8. Renewal, Inactive status, and reactivation

Certification is for a period of one year, and can be renewed annually. Please see the attached schedule for applicable fees. Renewals are billed by the AMS in conjunction with annual membership and subscription notices. If an individual fails to renew certification within 6 months of the expiration date or fails to achieve an acceptable level of continuing professional development during the five-year period following certification or the completion of the most recent continuing professional development period, the certification will be considered Inactive. In addition, a CBM who has been off-air for more than 5 years will be considered Inactive.

Inactive CBMs cannot practice as CBMs or market/promote themselves as CBMs. Those wishing to acknowledge their past active CBM status in resumes may do so, but must list the years from initial certification to when they lapsed into Inactive status.

Reactivation of an Inactive certification can be obtained under the following situations:

- 1) If the certification has become Inactive due to failure to pay the renewal fee, and has been Inactive for less than five years, active status can be obtained by paying the renewal fee for the Inactive year(s) and the current renewal.
- 2) If the certification has become Inactive because insufficient continuing professional development activities had been completed in the required five-year continuing professional development period, and the certification has been Inactive for less than three years, the certification can be reactivated upon completion of sufficient continuing professional development activities in the five year period preceding the request for reactivation and with the payment of the renewal fee for the Inactive year(s) and the current renewal.
- 3) If the individual has become Inactive due to a failure to hold an on-air position for more than five consecutive years, he/she must submit a new tape (but no additional fee) for review by the Board Chair in accordance with the above four stated criteria.

9. Appeal of Inactive status

A CBM whose certification has become Inactive through any means other than nonpayment of the renewal fee, including as the result of a review of his or her portfolio of continuing professional development, may seek an appeal of the Inactive status by written request to the Chair of the Commission on Professional Affairs within 90 days of notification of placement on the Inactive CBM list. The request for appeal should include all supporting documentation needed to review the request. In cases of extenuating circumstances beyond the control of the CBM (such as a

military reservist being called to active duty) the Chair of the Commission on Professional Affairs may grant an extension of active status for a one-year period. Economic hardship is not grounds for appeal by a CBM that has been moved to Inactive status.

A CBM whose appeal of Inactive status that has been denied by the Chair of the Commission on Professional Affairs may, within 90 days of notification of the denied appeal, appeal that action in writing to the Executive Committee of the Society (see Organizational Procedures of the AMS).

10. Publication of CBM status

While the individual professional portfolios will be confidential, the AMS Web site will post a list of all CBMs and their current status as "Active" or "Inactive". Each status type will be clearly defined.

11. Suspension or revocation

- 1) The AMS reserves the right to suspend or revoke the right to use the CBM Seal if the CBM, in the conduct of his or her profession, clearly fails to conduct himself or herself in a manner that reflects the dignity and honor of the profession or if a CBM fails repeatedly to adhere to the criteria for the certification.
- 2) Any complaint that may be grounds for suspension or revocation of the CBM Seal under section 1) shall be sent to the Society. The Society may summarily dismiss a frivolous complaint with notice and a statement of reasons to the complainant. Otherwise, the Society shall send a copy of the complaint to the Chairperson of the Commission on Professional Affairs, the Chairperson of the Board of Broadcast Meteorology, and the CBM.
- 3) The Chairperson of the Board of Broadcast Meteorology may resolve any complaint by any appropriate informal means, which may include contacting the CBM in question in an effort to resolve by mutual agreement the subject of the complaint.
- 4) Any complaint not disposed of by informal means shall be determined as follows:
 - a. With the concurrence of the Chairperson of the Commission on Professional Affairs, a copy of the complaint shall be sent to the CBM in question by the Board Chairperson, together with a copy of the procedure for suspension or revocation of the CBM Seal and the names and brief descriptions of the members of a Fact-Finding Panel appointed under Sub-Paragraph 2.
 - b) The Board Chairperson shall select three members of the Board, who will constitute a Fact-Finding Panel to determine the issues raised in the complaint. Each member of the Fact-Finding Panel shall certify to the Chairperson that he or she is aware of no conflict of interest in accepting the appointment to the Fact-Finding Panel. The CBM in question shall have the opportunity within 15 days of the date of notification to object to any member of the Fact-Finding Panel. The CBM shall be required to state in writing the reasons for any objection to a member of the panel. The Chairperson may either accept the objection from the CBM or refer the question to the Chairperson of the Commission on Professional Affairs for final decision.
 - c) The CBM shall cooperate fully with the Fact-Finding Panel and produce any tangible information relevant to the issues raised in the complaint and shall attempt to secure for the Fact-Finding Panel copies or recordings of any weathercast in issue. The CBM may

submit to the Fact-Finding Panel any other information he or she deems relevant, including copies or recordings of other weathercasts and a written answer to the complaint.

- d) After the submission of the tangible evidence to the Fact-Finding Panel, if any facts remain in dispute, a hearing shall, upon written request of the CBM, be held by the Fact-Finding Panel upon adequate notification to the CBM and at a time and place convenient to the members of the panel and the CBM. The hearing shall be conducted according to fundamental concepts of due process recognized as fair and followed by administrative agencies in the conduct of adjudicatory hearings, which shall include the right to counsel, presentation of witnesses, right to cross-examination, and the right to record the proceeding by either stenographic or tape-recording means. Strict rules of evidence shall not apply, but the panel shall accept information or evidence that is customarily relied upon by reasonable people in the conduct of serious affairs.
 - e) The Fact-Finding Panel shall make written findings of fact and shall determine if the CBM has, in the conduct of his or her profession, clearly failed to conduct himself or herself in a manner that reflects the dignity and honor of the profession, or if the CBM has failed repeatedly to adhere to the four criteria for the award of the CBM Seal.
If the Fact-Finding Panel determines that the CBM has failed in his or her conduct or adherence to the criteria as aforesaid, then the Fact-Finding Panel shall include in its written decision its findings on the degree of severity of the matter and a recommendation for the imposition of sanctions, which may include:
 - i. a written informal admonition by the Chairperson of the Commission on Professional Affairs, a copy of which shall be retained in the CBM's personal file; or
 - ii. a suspension of the CBM's right to use the CBM Seal for a period of time; or
 - iii. a revocation of the CBM's Seal.
 - f. The written decision of the Fact-Finding Panel shall be sent to the Chairperson of the Board of Broadcast Meteorology, the Chairperson of the Commission on Professional Affairs, and the CBM. The Chairperson of the Board of Broadcast Meteorology and the Chairperson of the Commission on Professional Affairs, after a review of the decision, shall jointly determine in their judgment the appropriate sanction and administer the same.
- 5) A CBM against whom action has been taken may, within 30 days of the date of notification of the action, appeal the action in writing to the Executive Committee of the Society (see Organizational Procedures of the AMS).