

Forming Meaningful, Interactive Relationships With the Media

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Students, teachers, professionals, and amateur weather observers have an opportunity to contribute and be publicly recognized like never before. For over a decade, I've been visiting students in classrooms across the Northeast – first in Upstate New York, and for the past ten years, here in New England. During that time, and visiting approximately 10,000 students per year, technology has afforded a wonderful new opportunity for students and teachers alike – the ability to share weather observations and reports immediately and directly with your television meteorologist.

Until recently, a telephone call or email was the only way to relay weather observations to your favorite meteorologist. Thanks to the rapid expansion of smartphones, the popularity of social networking sites like Twitter and Facebook, video sharing sites like YouTube and Vimeo, and the easy access to digital cameras and cameraphones, it's never been easier to share exactly what you're seeing, as you're seeing it. This opens a broad and exciting new door for schools and professionals, alike, and affords a much more exciting, diverse, affordable and interactive opportunity than simply having the reported conditions on your school weather instrumentation mentioned on a local newscast.

Imagine a world where the students in your class work collaboratively to gather images or video and instantly have them broadcast to nearly four million homes in six New England states – the time has come! Together, we'll examine the most effective ways to gather observations, images and video, send them to NECN, have them featured on-air – in some cases in nearly real-time - and become regular contributors to the weather analysis and operational forecast process, while gaining tremendous exposure for your school. So many folks I speak with worry that this process may be daunting or technologically challenging – it's much easier than you think – depending upon what technology you have, I'll either have you set up, or at least knowing exactly what you need to get started, by the end of this session!

PRESENTER'S BIO

Matt Noyes is the primetime weeknight meteorologist and Executive Producer of Meteorology for New England Cable News (NECN), the nation's largest and most honored 24-hour regional news network, broadcasting to nearly four million households in all six New England states. He began as the weekend meteorologist at NECN in 2002, and served as weekday morning meteorologist from 2004 until 2010.

Matt holds a Bachelor of Science degree in Meteorology from Cornell University, and is a member of both the American Meteorological Society and the National Weather Association. Matt enjoys making the weather interesting and accessible to all, speaking at various weather conferences and keeps the network's weather team on the cutting edge of forecast and presentation technology. Noyes has traveled across the nation

serving as a consultant for TV weather graphics, served as sole media representative on a national panel for the Climate Prediction Center and has worked closely with the Northeast River Forecast Center in evaluation of operational forecast products.

In addition to his forecasting experience, Noyes was an instructor of Introductory Meteorology at the college level in Binghamton, NY, and has traveled across New England to bring the science of meteorology into school classrooms, visiting 10,000 school children per year, and receiving a commendation from the Massachusetts State Senate for his educational efforts with children.

Matt's community dedication also earned him the Massachusetts State Police Public Service Award for assisting the organization in preparation for a major hurricane strike to New England, and he provided street level weather forecasting and analysis to the State Police Integrated Command Center during the Democratic National Convention in Boston in 2004.

Noyes also conducts private forecasting for aviators, providing forecasts that have led to national victories in races requiring no use of instrumentation during flight, and to private mariners.

Before joining the NECN family, Matt was the Morning Meteorologist at NewsChannel 34 in Binghamton, NY, and a meteorologist at NewsChannel 9 in Syracuse, NY.