

The Springfield Tornado – Multimedia Showcase

Matt Noyes
New England Cable News (NECN)
Boston/Newton, MA

The tornado of June 1, 2011, brought the New England media sector an opportunity to utilize multimedia technology to cover real-time, life threatening and volatile weather conditions. In a region that sees some of the nation's worst storms, typically on a time-scale of several hours or days, the mesoscale took center-stage with the most intense example since 1953, showcasing one of New England's most rare natural phenomenon: rapidly changing, life-threatening weather on a temporal scale of minutes. The media platforms and tools employed over recent years - from live radar for broadcast, to email, social media and YouTube videos - converged on the coverage of this one event, engaged to portray comprehensive and all-encompassing reports of real-time developments. This presentation examines some of the multimedia communications of that historic day.

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.