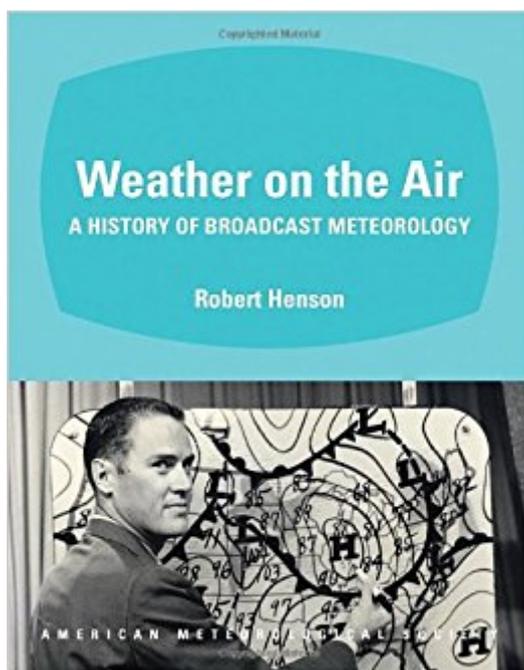


The book was found

# Weather On The Air: A History Of Broadcast Meteorology



## Synopsis

From low humor to high drama, TV weather reporting has encompassed an enormous range of styles and approaches, triggering chuckles, infuriating the masses, and at times even saving lives. In *Weather on the Air*, meteorologist and science journalist Robert Henson covers it all—the people, technology, science, and show business that combine to deliver the weather to the public each day. The first comprehensive history of its kind, *Weather on the Air* explores the many forces that have shaped weather broadcasts over the years, including the long-term drive to professionalize weathercasting, the complex relations between government and private forecasters, and the effects of climate-change science and the Internet on today's broadcasts. Dozens of photos and anecdotes accompany Henson's more than two decades of research to document the evolution of weathercasts, from their primitive beginnings on the radio to the high-gloss, graphics-laden segments we watch on television every morning. This engaging study will be an invaluable tool for students of broadcast meteorology and mass communication and an entertaining read for anyone fascinated by the public face of weather.

## Book Information

Hardcover: 241 pages

Publisher: American Meteorological Society (August 16, 2010)

Language: English

ISBN-10: 1878220985

ISBN-13: 978-1878220981

Product Dimensions: 7 x 0.9 x 9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (2 customer reviews)

Best Sellers Rank: #1,280,247 in Books (See Top 100 in Books) #139 in Books > Humor & Entertainment > Radio > History & Criticism #1168 in Books > Humor & Entertainment > Television > History & Criticism #21951 in Books > Arts & Photography > Performing Arts

## Customer Reviews

Very inclusive history of weather on TV and radio. Although dated for 2012, it did miss some issues The Weather Channel had in the past such as running movies and not breaking in for severe weather. I expect an updated version to take into accounts of the tornado outbreak of April 26-28, 2011. Overall, a very good book.

I don't know of a better description of weather communication from the 19th century newspaper and telegraph reports to the explosion of radio and television broadcasters in the latter half of the 20th century to the present time.

[Download to continue reading...](#)

Weather on the Air: A History of Broadcast Meteorology Air Fryer Cookbook: Delicious and Favorite recipes - pictures are taken by hand (Air Fryer Recipe Book, Air Fryer Cooking, Air Fryer Oven, Air Fryer Baking, Air Fryer Book, Air Frying Cookbook) Air Plants: A Beginners Guide To Understanding Air Plants, Growing Air Plants and Air Plant Care (Air Plants, Ornamental Plants, House Plants) Severe and Hazardous Weather: An Introduction to High Impact Meteorology International Shortwave Broadcast Guide: Summer 2016 (Semi-Annual International Shortwave Broadcast Guides) Broadcast News (with InfoTrac) (Wadsworth Series in Broadcast and Production) The Weather-Wise Gardener: A Guide to Understanding, Predicting, and Working With the Weather Skating on Air: The Broadcast History of an Olympic Marquee Sport GoWISE Air Fryer Cookbook: 101 Easy Recipes and How To Instructions for Healthy Low Oil Air Frying and Baking (Air Fryer Recipes and How To Instructions) Air Fryer Cookbook - Secrets of Air Frying. 50 Amazing Air Fryer Recipes for Easy and Delicious Meals Mother Earth's Beauty: Types of Air Around Us (For Early Learners): Nature Book for Kids - Earth Sciences (Children's Weather Books) Meteorology for Wind Energy: An Introduction Radar Meteorology: Principles and Practice The Atmosphere: An Introduction to Meteorology (12th Edition) The Atmosphere: An Introduction to Meteorology (10th Edition) The Atmosphere: An Introduction to Meteorology (13th Edition) (MasteringMeteorology Series) Meteorology: Understanding the Atmosphere The Atmosphere: An Introduction to Meteorology (MasteringMeteorology Series) Visibility in meteorology;: The theory and practice of the measurement of the visual range, Gunsmoke 2 Volume Set: A Complete History and Analysis of the Legendary Broadcast Series with a Comprehensive Episode-By-Episode Guide to Bot

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)