



AMERICAN METEOROLOGICAL SOCIETY

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Michael Tannura Earns the AMS Seal of Approval

Hastings, Nebraska: Michael Tannura of KHAS-TV has been awarded the Seal of Approval of the American Meteorological Society in recognition of the quality of his television weather broadcasts.

The Seal is awarded by the Society to broadcast meteorologists who meet established criteria for scientific competence and effective communication skills in their weather presentations. Among radio and television meteorologists, the Seal of Approval is sought as a mark of distinction and a recognition of achievement in the communication of scientific information.

To earn the Seal of Approval, a broadcast meteorologist must apply to the Society, offering evidence of education and professional experience sufficient to meet established national standards, along with three examples of his or her work. The application is judged by a national board of examiners to assess four elements: technical competence, informational value, explanatory value, and communication skills.

Sealholders are highly respected among their peers. Professional meteorologists have confidence that weather presentations made by sealholders will be technically sound and responsibly delivered. The general public can have equal confidence in the quality and reliability of weather presentations made by broadcast meteorologists approved by the Society.

The American Meteorological Society was founded in 1919 as a nonprofit scientific and professional society. It is interdisciplinary in scope and actively promotes the development and dissemination of information of the atmospheric and related oceanic and hydrologic sciences. The Society currently has over 10,000 members from the United States, Canada and over 100 countries internationally.