

JACOB MORSE

METEOROLOGIST



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👤 Meteorologist Jacob Morse
(7K followers)
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📺 Jacob Morse

EDUCATION

The Pennsylvania State University Schreyer Honors College

B.S. Meteorology & Atmospheric Science
Class of 2021

*Thesis: Communicating Winter Weather Using
Uncertainty-Driven & Probabilistic Graphics*

ACHIEVEMENTS

NOAA Hollings Scholar

National Weather Service Bismarck
Evaluated winter storm messaging
through focus groups and surveys

PSU EMSAGE Laureate

*For notable achievement in
scholarship, experiential learning
and global literacy, and service*

CONFERENCES

45th & 46th NWA Meetings

Oral presentations of my research
involving best practices for
communicating winter weather risks

101st AMS Meeting

Presented a poster of my NOAA
Hollings research at the conference

SKILLS

- WSI MAX Graphics
- AP Style Editing
- AP ENPS
- Adobe Premiere Pro/Illustrator
- EDIUS
- Live Shots in the Field
- Creating graphics in Canva
- Skilled Forecaster and Writer
- Strong Social Media Presence
- Photography

EXPERIENCE

Meteorologist/MMJ/Web Producer | KFYP-TV

2021 – Present | Bismarck, ND

- Produce weekly "Morse Code of Weather" segments with weather lessons and science experiments, 80+ episodes completed
- Create weekly "Weather Word Wednesday" segments
- Forecast the ever-changing North Dakota weather, from blizzards to tornadoes, utilizing a variety of forecasting tools and models
- Prepare creative graphics using the WSI MAX system
- Present forecasts on-air weekend evenings for Central and Western North Dakota as well as for Eastern Montana.
- Fill in meteorologist during weekday morning/evening newscasts
- Produce and edit weather and science-related packages
- Publish videos to our weather app, post daily weather updates to social media, host Facebook Lives for major weather events
- Appear on our streaming platform & provide forecasts for radio

Web Producer:

- Responsible for publishing news content from reporters to the website and to all social media platforms
- Edit news stories for AP Style, write some stories from scratch
- Judge the newsworthiness of local and national stories for best social media engagement and website traffic
- Increased and maintained station's social media engagement to #1 in the state on Facebook using a variety of creative methods
- Send out push alerts for breaking news coverage
- Train new hires, created a comprehensive training packet

Meteorologist, Host, Director & Feature Creator

Weather World | WPSU-TV & Pennsylvania Cable Network

2019 – 2021 | State College, PA

- Part-time on-air forecaster & host of the weather magazine show
- Directed the show using NewTek's TriCaster
- Created forecasts across PA and made graphics using WSI MAX
- Produced features about weather and climate topics

Weather Intern | NBC Connecticut, WVIT

2019 | West Hartford, CT

- Created original graphics using WSI MAX for use in newscasts
- Analyzed weather data to assist in creating statewide forecasts
- Assisted in the studio & in the field during & after severe weather

Head of Communications, Student Meteorologist

Penn State Campus Weather Service

2017 – 2021, Executive Board in 2020 | State College, PA

- Oversaw all communication branch operations including coordinating with TV and radio clients that used our forecasts
- Adapted to the restrictions due to the COVID-19 pandemic by creating opportunities for members to record forecasts at home