Jay Trobec, Ph.D., CBM, CCM

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AFFILIATIONS

Chief Meteorologist, KELO-TV (CBS), Sioux Falls, SD. Appear on prime evening weathercasts and manage staff of five meteorologists. Since 1997.

International Association of Broadcast Meteorology – Chairman. Represent weather broadcasters at the international level. Appointed 2018.

South Dakota State University – Adjunct Instructor. Taught upper-division Physical Climatology and Meteorology courses. 2008-2016.

American Meteorological Society – (Past) Commissioner on Professional Affairs. Oversight of the AMS Board of Broadcast Meteorology, Board of Certified Consulting Meteorologists, Board for Operational Government Meteorologists, Board for Private Sector Meteorologists, Board for Early Career Professionals, Board on Continuing Professional Development, and Board on Best Practices. 2010-2016.

EDUCATION

Ph.D. – Atmospheric, Environmental, and Water Resources, South Dakota State University, 2007. M.S. – Geoscience, Mississippi State University, 2002. B.A. – Theater Arts, St. John's (MN) University, 1980.

PROFESSIONAL ASSOCIATIONS

American Meteorological Society, National Weather Association, International Association of Broadcast Meteorology, American Institute of Physics (Venture Committee), European Meteorological Society (Chair, TV Forecast award committee), Météo et Climat (Société Météorologique de France)

CERTIFICATIONS

AMS Certified Consulting Meteorologist (CCM), AMS Certified Broadcast Meteorologist (CBM), National Weather Association (Broadcast Seal of Approval)

PROFESSIONAL AWARDS

Bacon-Bercey "Award for Broadcast Meteorology," American Meteorological Society, 2026.

Television Emmy Awards: "Individual Excellence - Weather Anchor," National Television Academy, Upper Midwest Chapter, 2023, 2014, 2010, 2006, 2004 and 2001. Emmy Award for "Best Weathercast" in 2010. Additional anchor and weathercast Emmy nominations in 2021, 2018, 2016 (2), 2015, 2014 (2), 2013, 2011 (2), 2009, 2007, 2005 and 2002.

Elected "Fellow of the American Meteorological Society," 2014.

"Best Weathercast," medium market, Northwest Broadcast News Association (news organization for MN, WI, IA, NE, SD, and ND). First place 2009, 2007, 2005, 2001, 1999, and 1998; Award of Merit 2014, 2013, 2010, 2004, 2003 and 2000.

"Best Weathercast," South Dakota Associated Press, First place 2004, 2000, and 1999.

"Broadcaster of the Year," National Weather Association, 2001.

"Award for Excellence in Meteorological Broadcasting," International Association of Broadcast Meteorology, 2011.

PROFESSIONAL AND INFORMAL PRESENTATIONS AND PUBLICATIONS

•"Communicating wind hazards: Toward tornado-level messaging for derechos and other high-end wind events," 51st annual meeting National Weather Association, Omaha, 2026

•"Interrupting normal television programming to broadcast ongoing derechos," European Meteorological Society, Bratislava, Slovakia, 2023

•"Live television coverage of two 2022 derechos in Eastern South Dakota," 103rd Annual Meeting, American Meteorological Society, Denver, 2023; 50th AMS Conference on Broadcast Meteorology, Phoenix, 2023

•"Covering derechos like tornadoes on local television," 48th annual meeting National Weather Association, Kansas City, 2023

•"Thermodynamic forces leading to production of the record hailstone in Vivian, South Dakota USA," Extreme Weather Congress, Hamburg, Germany, 2023

•"How the media works: What makes news and weather interesting," European Meteorological Society, Copenhagen, 2019.

•"Evolution of television weathercasts in the last 30 years," 18th Conference of the European Meteorological Society, Budapest, Hungary, 2018

•"Television weather audience engagement in a digital atmosphere," 17th Conference of the European Meteorological Society, Dublin, Ireland, 2017

•“Are TV weather forecasts becoming obsolete in the era of social media?,” 16th Conference of the European Meteorological Society, Trieste, Italy, 2016

•Media workshop speaker, “L’experience COP 21,” 13th Forum International de la Météo et du Climat, Paris, France, May 2016.

• “Considerations when broadcasting severe weather information on television,” 15th Conference of the European Meteorological Society, Sofia, Bulgaria, 2015

• Testified as expert witness, U.S. Senate Commerce Committee, hearing on “Weathering the Storm”, Washington, DC, April 22, 2015.

• Robert Drost, Jay Trobec, Christy Steffke, and Julie Libarkin, 2015: Eye Tracking: Evaluating the Impact of Gesturing during Televised Weather Forecasts. Bulletin of the American Meteorological Society, 96 (March, 2015), 387–392.

• “The challenge for broadcasters in communicating climate change uncertainty,” (solicited) and “Five years of change in television weather presenting,” 14th Conference of the European Meteorological Society, Prague, Czech Republic, 2014.

• “A local broadcaster’s perspective on storm chasing,” American Meteorological Society 2nd Conference on Weather Warnings and Communication / 41st Conference on Broadcast Meteorology, Nashville, TN, 2013.

• With Robert Drost, “Non-Meteorological Factors Affecting Audience Attention and Retention of Television Weather Broadcasts,” American Meteorological Society 41st Conference on Broadcast Meteorology, Nashville, TN, 2013, and 13th conference of the European Meteorological Society, Reading England, 2013.

• With Robert Drost, “Weathercaster Effectiveness: The Role of Gesturing in Forecast Attention and Retention,” National Weather Association, Madison, WI, 2012.

• “The Importance of the Message in Communicating Severe Weather Information,” 12th conference of the European Meteorological Society, Lodz, Poland, 2012.

• “Role of the broadcaster in communicating forecast uncertainty,” 11th conference of the European Meteorological Society, Berlin, Germany, 2011.

• “Atmospheric conditions leading to production of the Vivian, South Dakota hailstone,” 35th annual meeting, National Weather Association, Tucson, AZ, 2010.

• “The state of broadcast meteorology in the United States,” 10th conference of the European Meteorological Society, Zurich, Switzerland, 2010.

• “South Dakota’s climate and weather,” with H. Michael Mogil and Dennis Todey, Weatherwise, November/December, 2009.

• “Providing timely and local weather information,” 9th conference of the European Meteorological Society, Toulouse, France, 2009.

• “Modern technology: connecting the public with climate change information,” Expert segment R-3: communicating climate change information. Proceedings of the World Climate Conference-3, Geneva, 2009.

• “Broadcast coverage of severe weather in tornado alley,” 8th conference of the European Meteorological Society, Amsterdam, Netherlands, 2008.

• “Heat burst detection by a temporally fine-scale mesonet,” Electronic Journal of Operational Meteorology, National Weather Association, 2008-EJ1.

• “Emerging television weather presenting strategies in the United States,” 7th conference of the European Meteorological Society (solicited), El Escorial, Spain, 2007.

• “Les présentateurs météo face au développement des nouvelles sources d'information,” 3rd Forum International de la Météo, Corsica, 2006.

• “Advances in live broadcast coverage of severe weather,” 6th conference of the European Meteorological Society (solicited), Ljubljana, Slovenia, 2006.

• “Trends in American weathercasting,” 5th conference of the European Meteorological Society (solicited), Utrecht, Netherlands, 2005.

• “A broadcaster’s view of South Dakota’s record tornado outbreak,” 8th Northern Plains Convective Workshop, Sioux Falls, SD, 2004.

• “Meteorological conditions surrounding the attempted landing of a passenger plane during a tornado outbreak,” 29th annual meeting, National Weather Association, Portland, OR, 2004.

• “Comment éviter les mauvaises interprétations d’un bulletin météo par le public?,” 1st Forum International de la Météo, Paris, 2004.

• “Covering the largest tornado outbreak in South Dakota state history,” 28th annual meeting, National Weather Association, Jacksonville, FL, 2003.

• “Elements of compelling wall-to-wall severe weather coverage,” AMS 31st conference of Broadcast Meteorology, Williamsburg, VA, 2002.

• “Broadcasters' diagnosis of the wet downburst threat,” 27th annual meeting, National Weather Association, Ft. Worth, TX, 2002.

• “TV coverage in a climate change environment,” 12th International Weather Festival, Paris, 2002.

• “Weather without end: June 12-13, 2001,” 26th annual meeting, National Weather Association, Spokane, WA, 2001.

• “Western Minnesota tornadoes of July 25, 2000,” 5th Central Iowa Severe Storms and Doppler Radar Conference, 2001.

• “Weather radio is your friend,” 24th annual meeting, National Weather Association, Biloxi, MS, 1999.

• “The Spencer, SD tornado,” 3rd Central Iowa Severe Storms and Doppler Radar Conference, 1999.

• “Spencer, SD tornado of 30 May 1998,” 23rd annual meeting, National Weather Association, Oklahoma City, OK, 1998.

• “A community partnership for dual C-band Doppler radars in South Dakota,” 2nd Central Iowa Severe Storms and Doppler Radar Conference, 1998.

• Authored “State of Extremes,” 1995 (Pine Hill Press - ISBN 0-9648410-05-3) and co-wrote “WeatherNet 101” middle school science curriculum.

• Appeared in numerous weather documentaries on Weather Channel, The Learning Channel (TLC), National Geographic Channel, Discovery Channel, Discovery Science Channel, and the History Channel.

PREVIOUS EXPERIENCE

News Anchor / Reporter / Producer / Asst News Director, KELO-TV, 1985-1997

• Radio and Television News Directors Association (now RTDNA), session panelist at national conferences in 1999, 2000, 2003, 2004, 2005, and 2008.

• Board President, Northwest Broadcast News Association (now MBJA), 1997-98.

• Sports Director, KQCD-TV, Dickinson ND, 1982-1985.

SPECIAL SKILLS

• Drone pilot, licensed by the FAA and European Union Aviation Safety Agency

• FCC Amateur Extra Class Radio License (KEØJAY)