AMS ANNUAL MEETING
Media Advisory

FOR IMMEDIATE RELEASE
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AMERICAN METEOROLOGICAL SOCIETY ANNUAL MEETING STARTS JANUARY 20TH IN NEW ORLEANS

Scheduled Press Briefings, Special Events, and More

The American Meteorological Society's 88th Annual Meeting will be held January 20-24, 2008 at the Ernest N. Morial Convention Center in New Orleans. More than 2,000 of the world's leading atmospheric scientists will gather to discuss a broad range of weather and climate-related issues including hurricanes, climate change, space weather, drought, flash floods, 2007 weather highlights, atmospheric chemistry, observation systems and much more.

The AMS Annual Meeting features more than 1900 scientific sessions and posters that provide for thousands of stories. The complete program and press registration for the largest international meeting of atmospheric and related scientists is online at
http://www.ametsoc.org/meet/annual/newsroom.html
To search for specific authors and institutions see
http://ams.confex.com/ams/88Annual/techprogram/MEETING.HTM

Scientific sessions begin on Monday, January 21 and continue for four days. The exhibit hall featuring more than 100 organizations demonstrating the latest products and services for this field will open Monday evening at 5:30 p.m.

I. PRESS BRIEFINGS

II. SPECIAL EVENTS & OTHER SESSIONS OF INTEREST

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I. PRESS BRIEFINGS

We've scheduled a few press briefings and are finalizing the details on a few others. We will have a toll-free number available for reporters outside of New Orleans to participate. The number is as follows and will be the same for all press briefings; however you will need to call back for reach briefing even for consecutive briefings.

Press Briefing Dial In: 877-358-8255; Conference ID 1112855

Roundtable with NOAA Administrator Vice Admiral Conrad C. Lautenbacher
Tuesday, January 22

9:00 to 9:45 a.m. CST
Room 202
Vice Admiral Lautenbacher has led the National Oceanic and Atmospheric Administration since 2001. Lautenbacher oversees the day-to-day functions of NOAA, as well as laying out its strategic and operational future, and manages an annual budget of $4 billion. The agency comprised of, the National Environmental Satellite, Data and Information Services; National Marine Fisheries Service; National Ocean Service; National Weather Service; Oceanic and Atmospheric Research; Marine and Aviation Operations; and the NOAA Corps, the nation's seventh uniformed service. As the NOAA administrator, Lautenbacher spearheaded the first-ever Earth Observation Summit and has worked to encourage world scientific and policy leaders to work toward a common goal of building a sustained Global Earth Observation System of Systems (GEOSS). Stop by for a roundtable discussion with Vice Admiral Lautenbacher.

Scientists Enlist Robot Aircraft for Data Gathering Too Dangerous or Dirty for Humans
Tuesday, January 22
10:00 a.m. to 11:00 a.m. CST
Room 202

Robotic aircraft bearing automated sensors will gather previously unattainable data to help NOAA scientists better predict when and where intense hurricanes will hit land, when Arctic summer ice will vanish, and whether soggy Pacific storms will flood West Coast cities, among many other applications. Hear how vehicles ranging from 40+ pound disposable systems to NASA's high-altitude, long-endurance Global Hawk will vastly expand NOAA's Earth monitoring capabilities, starting this spring. Marty Ralph, program manager of NOAA's Unmanned Aircraft Systems program, will announce new multimillion dollar funding and name the agency's university-based partners the around the country, including the Northern Gulf Institute at Mississippi State University.

Meet the New National Weather Service Director Media Roundtable
Tuesday, January 22
11:15 a.m. to 12 p.m. CST
Room 202

Dr. John "Jack" L. Hayes took over the reins of the National Weather Service in June 2007. As the NWS Director he is responsibility for the day-to-day management of NOAA's weather, hydrologic and climate forecast and warning operations. Hayes joined NOAA after serving as the director of the world weather watch department at the World Meteorological Organization. He is not new to NOAA, having worked in the agency as the deputy assistant administrator for NOAA Research and as deputy assistant administrator of the NOAA Ocean Service. This roundtable is not only an opportunity to ask questions, but also to provide input to the man who manages the nation's weather service.

A Climate for Action: New Opportunities and Information Services for Adapting to Climate Variability and Change
Tuesday, January 22
1 – 2 p.m.

The IPCC's fourth assessment report showed us that even if were to put an end to all human greenhouse gas emissions tomorrow, we would still be committed to some warming, on the order of 1/2 degree Celcius. Despite our best mitigation efforts, regional adaptations will be necessary. This is especially the case for communities where water resources are already vulnerable. At

least three states, California, Colorado, and New Mexico, have begun to discuss water adaptation strategies in addition to greenhouse gas mitigation. Collaborative regional programs like the University of Colorado at Boulder -NOAA Western Water Assessment are bringing together climate experts and resource managers to help them integrate climate-dependent streamflow projections with day-to-day decision-making. They're also tackling hard questions, like whether water rights law will also have to adapt with the climate. At the federal level, the National Integrated Drought Information System (NIDIS) has launched a new online portal -- www.drought.gov -- to disseminate important climate information quickly and efficiently. During this presentation, panelists will discuss these and other new adaptation and information service projects emerging to support local and regional climate action plans.

Participants: Susan Avery – University of Colorado at Boulder, CIRES
Roger Pulwarty – National Integrated Drought Information System (NIDIS) NOAA
Brad Udall – University of Colorado at Boulder, NOAA Western Water Assessment

Hydrology in an Era of Global Change
Tuesday, January 22
2 p.m. CST
Room 202

Water is essential for human life. Since the earliest civilizations, man has attempted to provide stable and secure sources of freshwater. This quest has dealt, until quite recently, with attempting to buffer the effects of what is often termed "natural variability" in the land surface branch of the water cycle, and especially streamflow. We now face challenges that require that we recognize that the realm of "natural variability" in the water cycle both affects, and is affected by, man's activities, through at least three agents of change. The first is land cover and land use – much of the global land surface has now been affected by man's activities. Examples include growth of agriculture, harvest and management of forests (including fire suppression), and growth of urban areas, among others. The second agent of change is climate – it is now increasingly apparent that man's activities have and will continue to change the water cycle. The third is water management – construction of impoundments and withdrawals for consumptive and other uses, as well as diversion of major rivers, increasingly has altered the land surface, and perhaps atmospheric, water cycles. Join Dr. Dennis Lettenmaier, professor of hydrology at the University of Washington, for a roundtable with reporters on this topic. Dr. Lettenmaier is presenting the Walter Orr Roberts Lecture earlier in the day entitled "Hydrology in the Global Change Era."

Media Interviews with Peter H. Diamandis, Chairman and CEO of the X PRIZE Foundation
Tuesday, January 22
3:30 – 4 p.m. CST
Room 202

Peter Diamandis, chairman and CEO of the X PRIZE Foundation, an educational nonprofit prize institute whose mission is to create radical breakthroughs for the benefit of humanity, will give a special talk at the AMS Annual Meeting on Tuesday, January 22 from 5:15 – 6 p.m. in Room 221 of the Convention Center. He famed entrepreneur is best known for offering the $10 million Ansari X PRIZE for private sector manned spaceflight, a prize that was won in 2004 by Microsoft cofounder Paul Allen and famed aviation designer Burt Rutan with SpaceShipOne, the world's first nongovernment piloted spacecraft. Dr. Diamandis is also the CEO and cofounder of Zero Gravity Corporation, which offers parabolic weightless flights to the general public. He is also the cofounder and a director of Space Adventures, Ltd., the company that has flown four private

citizens on Soyuz to the International Space Station. He will be talking to the AMS attendees about the X PRIZE, companies that launch individuals into space, and his vision for the future of private industry in space travel. Mr. Diamandis will be available for interviews from 3:30 – 4 p.m. in Room 202 of the Convention Center.

Ten Years of TRMM Data 'Shower' Science with Historic Achievements
Wed., January 23
10 a.m. CST
Room 202
The Tropical Rainfall Measuring Mission, more commonly known as TRMM, has far surpassed the scientific results the science community expected of the satellite when it first began providing daily rainfall data 10 years ago. Since 1998, the satellite has produced unprecedented near-real-time information on precipitation that has advanced climate, weather and applied research. The satellite's first and only weather radar in space has made it an historic mission. Scientists across the globe have TRMM's state-of-the-art precipitation radar, microwave imager, and visible and infrared scanner instruments, and low-altitude orbit to thank for notable research achievements over the last decade. In recognition of the 10th anniversary of the first datasets from TRMM, several scientists from NASA and other institutions will discuss how they have used the satellite's data as an essential tool for a variety of recent research studies, and the contribution TRMM data have made to their work in the last decade overall.

Moderator:
Stephanie Kenitzer, director of Public Affairs, American Meteorological Society
Panelists:
Marshall Shepherd, associate professor, Department of Geography, University of Georgia, Athens
Bob Adler, project scientist, Tropical Rainfall Measuring Mission, NASA Goddard Space Flight Center, Greenbelt, Md.
Ed Zipser, professor, Department of Meteorology, University of Utah, Salt Lake City
Christa Peters-Lidard, branch head, Hydrological Sciences, NASA, Goddard Space Flight Center, Greenbelt, Md.

Impacts of GEOSS and IOOS and NOAA Hurricane Response in the Gulf Coast Region
Wednesday, January 23
11 a.m. to noon CST
Room 202

NOAA officials will highlight the impacts of GEOSS, IOOS and the agency's hurricane response in the Gulf Coast Region during a roundtable discussion with reporters. NOAA is a key leader in the worldwide effort to develop the Global Earth Observation System of Systems (GEOSS), which will offer relevant and timely environmental information to users across the world. The information will be gathered through satellites, buoys, seismometers and other devices. Computers will transform the global data into forecasts, maps and other decision support tools, which may provide valuable, life-saving information to emergency responders, industry, scientists, decision-makers and the general public.

The Integrated Ocean Observing System (IOOS) is a multidisciplinary system designed to enhance our ability to collect, deliver, and use ocean information. The goal is to provide continuous data on our open oceans, coastal waters, and Great Lakes in the formats, rates, and scales required by scientists, managers, businesses, governments, and the public to support research and inform decision-making.

Participants:
Richard W. Spinrad, Assistant Administrator, Oceanic and Atmospheric Research
John H. Dunnigan, Assistant Administrator, National Ocean Service
Mary Ellen Kicza, Assistant Administrator, Satellite and Information Services

Learning from Antarctica: Climate Variability and Change, Stable Boundary-Layers and Chemistry, and a Few Surprises on the High Plateau
Wednesday, January 23
3 p.m.
Room 202

Antarctica is one of the most dramatic topographic features on the face of the Earth. Dynamically, it is the closest analogue in the atmosphere to a seamount in the ocean. While a history of the Earth's climate and chemical composition over 800,000 years resides in 3000-m deep ice cores from the high plateau, intensive observation of atmospheric and chemical processes affecting the continent only began in late 1957. In recent decades, it has received recognition for hosting massive springtime ozone depletion in its stratospheric vortex and some of the Earth's most rapid surface warming on its Peninsula. However, from the heroic era of exploration to the present, the surface winds over Antarctica have dominated the human experience with remarkable persistence over the interior, strength on the coast, as well as a seemingly straightforward dynamical explanation. With new acoustic probing of the boundary layer beginning in the 1970s at the South Pole, this picture has changed. Join William D. Neff, of NOAA's Earth System Research Laboratory, Boulder, Colorado, for an informal chat about his lecture on his research in Antarctica.

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II. SPECIAL EVENTS & OTHER SESSIONS OF INTEREST

WeatherFest – Sunday, January 20, 12-4 p.m.

The week-long convention begins on Sunday afternoon with WeatherFest, a super-size science fair open to the general public. WeatherFest starts Sunday, January 20th at 12 p.m. with a tethered weather balloon launch inside the Convention Center Hall B. The festival continues until 4 p.m. with raffle prize drawings, a scavenger hunt, and tons of cool hands-on exhibits. And don't miss NOAA's TERRI the robot who will be wandering the halls testing everyone's weather know-how. You can see a clip of TERRI at the recent Consumer Electronics Show online at http://www.engadget.com/2008/01/09/video-sunny-the-weather-bot-defies-explanation/

Hurricane Hunters At Lakefront Airport on Sunday Afternoon

One of NOAA's WP-3D Orion Hurricane Hunter aircraft will be visiting New Orleans as part of the national American Meteorological Society Conference. The plane will be at the Million Air Hangar Lakefront Airport on Sunday, January 20 from 12 – 4 p.m. The public is cordially invited to tour the aircraft during this time, talk with crewmembers and see what it takes to fly into a hurricane. The aircraft is owned by the U.S. Department of Commerce's National Oceanic and Atmospheric Administration (NOAA) and is operated by its Aircraft Operations Center based at MacDill AFB, Florida.

Air Force Hurricane Hunters arrive on Monday, January 21 from 11 a.m. – 3 p.m.

The Air Force Reserve's 53rd Weather Reconnaissance Squadron, known as the Hurricane Hunters of the Air Force Reserve, will have one of their 10 WC-130J aircraft and crews at Lakefront Airport on Monday, January 21 from 11 a.m. to 3 p.m. This event is free and open to the public. Visitors are invited to tour the aircraft and talk with crewmembers about the amazing missions of flying into one of nature's most dangerous storms.

Mayor Nagin Will Address the Conference, Monday, January 21 at 12 p.m.

Mayor C. Ray Nagin will address the conference attendees during a special plenary session on Monday, January 21 starting at 12 p.m. The mayor will talk about his unique perspective of Hurricane Katrina's impact on the Crescent City. This talk is only open to registered conference attendees. We hope that the Mayor will have a few minutes after his remarks to talk with reporters but he does have a tight schedule that day. Stay tuned.

Exhibit Hall Grand Opening, Monday, Jan. 21 at 5:30 p.m.

The largest exhibit hall of products and services related to the atmospheric sciences officially opens on Monday evening. More than 100 companies will display the latest and greatest technology used to monitor, predict and communicate the weather. Media are invited to tour the exhibit hall throughout the week. It makes a great backdrop for live shots too.

Peter Diamandis, XPrize Founder, To Talk on Tuesday at 5:15 p.m.

Dr. Peter H. Diamandis, a pioneer and leader in the commercial space arena, will give a keynote address on his "Vision for Human Evolution into Space" on Tuesday, 22 January at 5:15 p.m. in Room 221 of the Convention Center. This talk, sponsored by the Symposium on Space Weather, will include discussion on how meteorology and space weather impacts commercial space transportation and what the industry needs from the scientific community. This talk is only open to registered attendees. Dr. Diamandis will be available for media interviews from 3:30 – 4 p.m. on Tuesday in the AMS Press Room (Room 201). For details contact Stephanie Kenitzer.

Communication Workshop

The Seventh Communications Workshop entitled "The Science of Communications—What We Know We Didn't Know But Convinced Ourselves Otherwise" will take place Wednesday, 23 January from 8:30 a.m. to 12 p.m. This workshop will explore the complex social and psychological issues of communication – specifically what prompts individuals to move from information to action? What works? What doesn't? How do we really learn? What are the complexities of reaching people? From a communication standpoint, is informing different from trying to shape behavior and attitude? Would one then take the same approach to informing as one would take to trying to shape behavior or, would these approaches to communication be inherently different, and why? These and other issues will be discussed during the workshop. Invited speakers include Chris Mooney, Washington correspondent for *Seed* magazine and the author of two books, *The Republican War on Science* and the newly released *Storm World*; Arthur Lupia, the Hal R. Varian Collegiate Professor of Political Science at the University of Michigan; Baruch Fischhoff, the Howard Heinz University Professor at the Department of Social and Decision Sciences and the Department of Engineering and Public Policy at Carnegie Mellon University; and Molly Bentley, BBC.

Education Forum on Climate Change

The Education Forum on Climate Change will be held Sunday, 20 January, 2:00–5:00 p.m. This session is intended to provide an overview of the fundamentals of climate science and address some issues related to global climate change. All of the invited speakers are outstanding leaders in the field of climate science. For details on this sessions
http://www.ametsoc.org/meet/annual/studentconference.html

Speakers are
The Intergovernmental Panel on Climate Change—highlights of the Fourth Assessment Report, the significance of the findings, and a little about the process and how this leads to reports with high integrity and value.

- Physics of the climate system—radiative transfer, surface heat budget, components of the climate system (atmosphere, ocean, land, cryosphere) and an introduction to climate modeling.
- Modes and patterns of climate variability—the alphabet soup: ENSO, AMO, AO. Statistical approaches to identifying patterns, their physical significance, and what role they may play in a changing climate.
- Paleoclimate—description of variations, drivers of paleoclimate, what paleoevidence tells us about the emerging human influence
- Attribution and model forecasts - description of past, observed and modeled change, with a summary of the field of detection and attribution, and projected future changes.

The Weather of 2007

Another great session - what were the impacts of the top weather stories of 2007? Find out at Impacts of 2007's Weather: Major Stories of the Year on Tuesday, 22 January. This year's program will include sessions on the 2007 record floods, droughts, a powerful tornado season and climate change. The complete program can be found online at
http://ams.confex.com/ams/88Annual/techprogram/programexpanded_453.htm

Bus Tours of New Orleans

This year's AMS Annual Meeting provides the unique chance to take a closer look at the areas devastated by Hurricane Katrina, one of the most damaging storms in our nation's history. On Tuesday or Thursday you can take a bus tour from 9 – 11 a.m. to get a first hand look at the magnitude of the disaster's impact. You will travel with a local tour guide through some of the hard-hit areas. The tour will take you through neighborhoods such as Lakeview, Gentilly, New Orleans East, St. Bernard, and the Ninth Ward. During the tour, participants will gain a greater understanding of evacuation processes, levee systems, and the city's battle with coastal erosion. You will also learn the history of the original city, the French Quarter, and why it was built at this particular location along the Mississippi River. The tour will drive past an actual levee that breached and see the resulting devastation that displaced hundreds of thousands of U.S. residents. The direct connection between America's disappearing coastal wetlands, oil and gas pipelines, levee protection, and hurricane destruction will be explained. The cost for a ticket is $27. If you want to go on this tour, please get in touch with Stephanie Kenitzer or Judith Ziemnik (jziemnik@ametsoc.org) as soon as possible.

Daily Weather Briefings

Need to get your weather forecast fix? AccuWeather, Inc. will provide the weather briefings for the AMS Annual Meeting. The 30-minute interactive briefings will be provided twice each day, Monday–Thursday, 7:30 a.m. and 12:30 p.m. The morning weather briefing will review the past day's significant weather events in the United States and around the world, discuss major weather events coming in the next few days, and provide a short-range forecast for the New Orleans area. The lunchtime weather briefing will discuss forecasted weather events for the following 1–7 days throughout North America, including possible impacts on aviation. This year the briefings will also include a Space Weather briefing by a representative of the NOAA Space Environment Center.

Weather Video Theater

Need a place to rest your weary feet. Stop by the Weather Video Preview Theater open Monday–Thursday, 8:00 a.m.–5:30 p.m. There will be continuous scheduled showings of a selection of exciting and educational DVDs on weather, storms, and the environment providing an opportunity for educators and weather enthusiasts to preview the DVDs for use at home, in the classroom, and at AMS chapter meetings, as well as for other educational purposes.

Books, Books, Books

Various authors will be signing books--including some exciting new releases--at the Resource Center in Exhibit Hall B during the poster sessions Monday-Thursday. Don't miss your chance to purchase their book at the Resource Center and have it autographed. Authors and their books include:

- Kerry Emanuel "What We know About Climate Change" (MIT Press 2007) and "Divine Wind" (Oxford University Press 2005)
- Louis Uccellini "Northeast Snowstorms" (AMS Books 2004)
- Vernon Preston "Lewis & Clark: Weather and Climate Data from the Expedition Journals" (AMS Books 2007)
- Bob Henson "The Rough Guide to Weather 2" (Rough Guides 2007) and "The Rough Guide to Climate Change 2" (Rough Guides, forthcoming in 2008)
- Jack Williams "Hurricane Watch" (Vintage 2001)

Press Room

The AMS will operate a press room from 8 a.m. – 5 p.m. Monday-Thursday. The press room is located in Room 201 of the Convention Center; phone 504-670-4507. The room will be equipped with telephones, a fax machine, copier and computers with Internet access. Press releases relevant to the meeting will be available in the press room and on the AMS web site. A briefing room for interviews will also be available. Further advisories will outline planned press briefings and special media events. The press room web site is
http://www.ametsoc.org/meet/annual/newsroom.html

The American Meteorological Society is the nation's premier scientific society for those involved in the atmospheric and related sciences. For more information see www.ametsoc.org

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