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Joie Bettenhausen Earns AMS Certified Broadcast Meteorologist Designation

Joie Bettenhausen of KWWL has earned the American Meteorological Society's Certified Broadcast Meteorologist (CBM) designation, a professional recognition of the quality of their weather broadcasts. Among radio and television meteorologists, the CBM designation is sought as a mark of distinction and recognition.

The AMS grants the CBM designation to broadcast meteorologists who meet established criteria for scientific competence and effective communication skills in their weather presentations.

"The Society's Certified Broadcast Meteorologist designation clearly recognizes that the holders have the educational background and have been tested in their knowledge and communication of the sciences needed to be an effective broadcast meteorologist," said AMS Executive Director Keith Seitter. "The general public can have added confidence in the quality and reliability of weather presentations made by broadcast meteorologists approved by the Society."

Joie Bettenhausen graduated from Valparaiso University in 2018 with a Bachelor of Science in Meteorology and a minor in Digital Media. She started as a broadcast meteorologist right out of college at KSNF in Joplin, MO. Joie has been part of KWWL since 2020 as a Weekend/Midday Meteorologist.

To earn the CBM, broadcasters must hold a degree in meteorology or equivalent from an accredited college or university, pass a rigorous written examination, and have their on-air work reviewed to assess graphical content, explanation, and presentation skills.

In addition to the initial educational and test requirements, CBMs have to earn professional development points in order to maintain their certification. These points can be earned by attending scientific seminars or meetings and similar activities.

The AMS promotes the development and dissemination of information and education on the atmospheric and related oceanic and hydrologic sciences and the advancement of their professional applications. Founded in 1919, AMS has a membership of more than 12,000 professionals, students, and weather enthusiasts. AMS publishes 11 atmospheric and related oceanic and hydrologic journals—in print and online, sponsors more than 12 conferences annually, and offers numerous programs and services.

For more information on the Certified Broadcast Meteorologist (CBM) Program, go to <http://www.ametsoc.org/amscert>.