



# Traffic and Weather Reporter

**SALARY RANGE (2018):** \$49,000–\$78,000

Survival information—time, weather and traffic—have long been assets of TV and radio. Some of us in this branch of broadcasting report just on traffic or just on weather; some of us report on both, depending on the resources available. My job is to help people prepare for their day, whether they're starting out on the road or the sidewalk. I pass along this information on-air and through social media. Weather in Canada affects everything we do, so listeners are keen to know what to expect this morning, later today, tomorrow and on the weekend. But meteorology is a science full of technical jargon, so it is my job to break down barometric pressure and weather warnings in a way that's meaningful. Traffic reporting isn't quite as technical, but it's really valuable for the people who tune in. I use a variety of sources, including our audience, to stay on top of accidents, delays, construction and road conditions. Both weather and traffic require a particular kind of on-air reporting. Much of what I deliver is unscripted, especially traffic, which changes quickly. I am comfortable talking off-the-cuff, delivering essential information in a natural, clear and concise manner.

**The Tip:** Traffic and weather reporters become masters at delivering information without much of a script. The keys to sounding confident are good organization and lots of practice.

## PRIORITY KNOWLEDGE AND SKILLS:

Expert	Great at	Good at
<ul style="list-style-type: none"> <li>• Expertise in verbal and written use of language</li> <li>• Ability to develop a compelling narrative</li> <li>• Ability to develop evidence-based content</li> <li>• Ability to generate new approaches to familiar stories</li> </ul>	<ul style="list-style-type: none"> <li>• Link content with a <b>specific audience</b></li> <li>• Apply deep understanding of media needs, practices and news cycles</li> <li>• Research</li> <li>• Ability to create and edit content for digital applications</li> </ul>	<ul style="list-style-type: none"> <li>• Data analytics</li> <li>• Visual and audio recording and editing</li> </ul>

## BUILDING BLOCK EXPERIENCES:

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Communication (broadcast media studies) with a minor in climatology</li> <li>• Certified by the Canadian Meteorological and Oceanographic Society as a Media Weathercaster</li> </ul>	<p>I love the challenge related to constant updates in weather and traffic. My interaction with the public is also rewarding and a lot of fun. This job allows me to take full advantage of my ability to speak extemporaneously, and to share my personality on-air.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Did weather forecasts for our campus TV newscasts in university</li> <li>• Interned as a production assistant at a local radio station gathering and feeding traffic and weather information to the on-air staff</li> <li>• Used my work term at a local TV station to</li> </ul>	<p>I looked at every chance I had to work as a broadcaster as the best way to show employers what I could do. My friends say I have “the gift of gab,” and I’ve focused on this aspect of my skill set. It’s paid off.</p>

<p>start doing some weather reports for the weekend shows on a contract basis. Eventually landed a regular spot on the breakfast show.</p>	
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Volunteer at local animal shelter</li> <li>• I am the master of ceremonies for alumni awards at my alma mater and co-host the regional screen awards</li> </ul>	<p>I can use my speaking and presentation skills to help the community, which I enjoy and my employer really appreciates.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Volunteered on a climate change research camp in Antarctica</li> </ul>	<p>A passion for the environment and climate underpin my career and travel choices.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• I had a senior meteorologist as a mentor early in my career</li> </ul>	<p>I took full advantage of someone else's deep experience in the business to make wise career decisions. For that reason, I make myself accessible to anyone who wants to follow my path.</p>