

# Spencer Adkins

Charleston-Huntington Area

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## Summary

Award winning Communicator as a Broadcast TV/Radio/Internet meteorologist & WV Broadcasting Hall of Fame Member with 25+ years experience as a Chief Meteorologist and 35+ years overall in broadcasting. Venturing successfully into event and site specific forecasting in marching arts, sporting events and more.

CBM (from AMS) and NWA seals. Specialize in storm tracking during severe weather and simplifying the "big picture" of weather, connecting with viewers and co-workers on a personal level.

Successful in communicating with the audience and within the organization for successful newscasts and station visibility, creating great value for advertisers as well.

Specialties:

- Connecting with people and communicating information in ways people pay attention to and remember.
- Storm tracking and communicating safety information in severe weather on TV and for venues & events.
- Forecast driven presentation focusing on what the customer wants to know which is: "what's next."
- Comprehend and apply audience research findings.
- Strong believer in internal and external "branding" of weather (or any) product.
- Achieve goals daily under heavy deadline pressure.
- Rapidly digest and disseminate real time critical public safety information on multiple platforms and in multiple settings..
- Able to digest and relate complex ideas to external/internal audiences in easy to understand formats.
- Early adapter of tech/social platforms. Co-Developed Top 5 largest station stand alone weather brand Facebook page.
- Expert at Baron Services and WSI products with over a decade of experience on each system.
- Expert synoptic and mesoscale forecaster.
- Expert radar and severe weather analysis.
- Provide venue staff, participant staff and emergency management officials real time weather analysis for stadium events across America.

## **Event Forecasting Experience**

### **Winter Guard International**

February 2023 - Present

Event Forecaster providing multiple day lead-time notice on weather elements that could impact outdoor operations leading to potential indoor delays. Also provide day-of monitoring and reporting of hazardous weather conditions in real time, interacting regularly with senior WGI management and show/venue officials to keep members, staff and fans safe at each show. Helped develop WGI's weather policies and action grid.

### **Bands of America/Music For All**

September 2022 - Present

Event Forecaster providing multiple day lead-time notice on weather elements from heat issues to wind and storm potential problems. Also provide day-of monitoring and reporting of hazardous weather conditions in real time, interacting regularly with senior BOA management to keep bands, staff and fans safe at each show.

### **Drum Corps International**

2021 - Present

Event Forecaster providing multiple day lead-time notice on weather elements from heat issues to wind and storm potential problems. Also provide day-of monitoring and reporting of hazardous weather conditions in real time, interacting regularly with senior DCI management, Contest Coordinators and Event Safety Managers to keep corps, staff and fans safe at each show. Helped develop DCI's new weather policies. Also provide daily forecasts for several individual corps. Have worked individually with Pacific Crest Drum and Bugle Corps, Troopers Drum and Bugle Corps, Southwind Drum and Bugle Corps and informally with numerous other units on day to day weather information.

## **Broadcasting Experience**

### **WOWK**

Nexstar Media Group, Inc. - Current employer

There are apps and hundreds of weather pages and channels. I give my employers an advantage by creating and presenting forecast driven weathercasts in ways people can watch, understand and enjoy across multiple platforms. The public product I present is about keeping people informed, safe, entertained and learning. My work has earned me multiple awards and a spot in the WV Broadcasting Hall of Fame.

### **Chief Meteorologist**

WOWK TV 13 CBS WVNS 59 CBS & FOX WV

WOWK Aug 1997 - Present / WVNS 2002 - 2012

-CBM/ NWA Seals earned

- Public communicator of weather and safety information on Broadcast, Digital and Social Media platforms

-Create and provide all evening forecasts for CBS 13 in Charleston from 1997 through today

-Created and provided all evening forecasts for CBS/FOX 59 in Beckley 2002-2021

-Provide forecasts on statewide West Virginia Nexstar network of five TV stations across the Mountain State nightly since 2002.

-Provide constant digital platform forecasts on station websites, social media, audio outlets and video pages.

-Create easy to understand, accurate forecasts and share weather safety information across multiple outlets and platforms.

-Deeply involved in positioning of weather brand and image to improve reach and awareness of our product and our message of protecting people and property in an entertaining and engaging manner. -Provide Stormtracker-branded weather forecasts daily to area radio stations in Ohio, West Virginia and Kentucky.

### **Reporter / Anchor**

WOWK TV

Mar 1993 - Aug 1997 (4 years 6 months)

-Gather and present stories on a daily basis for WOWK news broadcasts.

- Host of Spencer's Neighborhood Spotlight, a M-F live feature segment along with packaged feature reports.

### **Weather Anchor / Reporter**

WHOI TV

1992 - 1993 (2 years)

-Weekend Weather Anchor / Weeknight Reporter

-Prepared and presented weekend forecasts while also GA reporting.

-Weekday GA reporting

## **Anchor/Reporter**

WYVN TV

1991 - 1992 (2 years)

- Produce and anchor local 10PM newscast.
- Responsible for gathering, writing, editing news content and video and producing all elements to “tell the story of the day’s news” to viewers in 4-State area.

## **Anchor / Reporter**

WBOY TV

1989 - 1991 (3 years)

- Write, produce and anchor all 11pm newscasts.
- Allowed no repeat scripts in an age before computers, driving fresh content.
- Report on local stories for early newscasts.

## **Anchor / Reporter**

WBKB TV

1989 - 1989 (1 year)

- Gathered, wrote, edited, reported and anchored all weekend newscast material including weather and sports for CBS affiliate.
- Reported local news as one-man-band weekdays.

## **Education**



### **Mississippi State University**

Broadcast Meteorology Certificate, Broadcast Meteorology

1997 - 2000



### **Oakland University**

Bachelor of Arts - BA, Communication and Media Studies

1985 - 1989

Communications student. Excelled in studying effective means of communication and persuasion. Applied knowledge in Broadcast News which led to career in TV News.

## **Licenses & Certifications**



**Certified Broadcast Meteorologist** - American Meteorological Society 292

**National Weather Association Seal of Approval**

0107761

## **Skills**

Weather Decision Support • Television • Social Media • Marketing • Radio & Podcasting • Videography • Branding • Blogging • Digital Media • Weather Radar

## **Honors & Awards**

**West Virginia Broadcasting Hall of Fame Inductee** - WV Radio and Broadcast Museum of History Sept 2016