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Poster
“Will I see the aurora tonight?” Many broadcast meteorologists have found themselves answering this question from their viewers over the last couple of years. Several geomagnetic storms with aurora reported as far south as California and Florida increased public interest in space weather. Broadcast meteorologists became ad hoc interpreters of space weather for the public. Most meteorologists, however, have limited or no formal training in space weather, already handle time-consuming terrestrial weather forecasts, and face competition from other platforms communicating space weather to the public.

Space weather data and forecasts from operational centers come with some translational challenges and require adaptation for the general public. Broadcast coverage of space weather is currently limited. Forecasts of major geomagnetic storms or local reports of visible aurora are more likely to make the news. Geomagnetic storm forecasts may be presented with simplified explanations or graphics, often without real-time updates. Differences between predictions and actual observations may result in unmet expectations and questions about forecast reliability among the general public.

Space weather communication is evolving. Along with known challenges, there are opportunities for collaboration between broadcast meteorology and space weather professionals. Routine introduction of space weather topics beyond major events, conditional forecasts, and attention to local impacts can improve space weather literacy in the general public .

This poster examines current challenges and explores opportunities for collaboration between broadcast meteorologists and the operational space weather community to improve public understanding of space weather.
Poster session day
Wednesday, April 29, 2026
Poster location
43
Meeting homepage
2026 Space Weather Workshop
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