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## AMERICAN METEOROLOGICAL SOCIETY – MAY SCIENCE HIGHLIGHTS

Following are story ideas and tips about upcoming AMS meetings, papers in our nine peer-reviewed journals, and other happenings in the atmospheric and related sciences community.

**Classifying El Niño and La Niña.** In a paper in the AMS April issue *Weather and Forecasting* researchers at NOAA's Climate Prediction Center have proposed an alert classification system for the El Niño-Southern Oscillation cycle including watches, advisories, and a five-class intensity scale for warm and cold phases of the ENSO cycle. According to the authors, a watch is issued when conditions are favorable for the formation of an El Niño or La Niña within the next 6 months. An advisory is issued when El Niño or La Niña conditions are present, based on NOAA's operational definitions. The intensity scale, referred to as the ENSO Intensity Scale (EIS), is used for operational and retrospective assessments of the intensity of warm (El Niño) and cold (La Niña) episodes, without being prescriptive concerning ENSO-related anomalies or impacts. For a copy of the paper, contact Stephanie Kenitzer.

**Arctic Clouds.** The April issue of the *Bulletin of the American Meteorological Society* includes a paper about Arctic cloudiness and the important role clouds play in climate modeling in the region. Research has shown that clouds play an important role for the Arctic surface energy balance and are difficult to model. Recent studies suggest that Arctic climate is more sensitive to changes in climate forcing than other regions on Earth, while global climate models are less reliable in this region. Based on measurements collected during a 2004 research study and simulations, scientists have found one possible reason for this: a difference in the aerosol properties of the Arctic compared to lower latitudes. The global climate models that form the basis for assessments such as the Arctic Climate Impact Assessment use the same cloud and aerosol descriptions in the Arctic as anywhere else on Earth, and are calibrated to provide a reasonable global climate. Using the current measurements may be partially responsible for poor model

results. For a copy of the paper see <http://ams.allenpress.com/perlserv/?request=get-abstract&doi=10.1175%2FBAMS-88-4-541>

**Compelling Communications: An Untapped Power Source for Action.** That's the topic of the next AMS Environmental Science Seminar on May 15, 2007. The seminar will address the complex topic of communications and persuasion in the context of environmental choices. Some questions to be addressed include: Which principle of persuasion do people most underestimate in judging the extent of its influence over them? Which principle of persuasion do communicators most underestimate in judging the extent of its influence over their audiences? How can this principle be employed to move people toward environmentally positive choices, by way of example? How has this principle been used inadvertently by public service communicators to produce the opposite of what they intended? Can one's choice of credit card reveal anything about the cardholder's likelihood to make certain kinds of environmentally-sensitive lifestyle choices? The speaker is Dr. Robert B. Cialdini, Regents' Professor of Psychology and Marketing, Arizona State University, Tempe, Arizona. The seminar will be held from 12- 2 p.m. in the Russell Senate Office Building, Room 325. All media are invited. For details see

<http://www.ametsoc.org/atmospolicy/EnvironmentalScienceSeminarSeries.html>

**Upcoming Scientific Meetings.** The Society has a full schedule of scientific meetings in the coming months starting with the Ninth Conference on Polar Meteorology and Oceanography/Joint Symposium on Air Sea Interaction and Climate Variability and Change, 28 May–1 June 2007, St. John's, Newfoundland, Canada. Later in June is the 16<sup>th</sup> Conference on Atmospheric and Oceanic Fluid Dynamics in Santa Fe, New Mexico. The 22<sup>nd</sup> Conference on Weather Analysis and Forecasting and the 18<sup>th</sup> Conference on Numerical Weather Prediction is scheduled for June 25-29 in Park City, Utah. Lots of great scientific papers and scientists on hand. For specific details on papers and exhibits see <http://www.ametsoc.org/meet/meetinfo.html> Media are invited to attend these conferences and interview the experts. Contact Stephanie Kenitzer to register.

Don't forget about the Society's new climate policy blog. You can follow and participate in interesting discussions on climate policy issues. <http://climatepolicy.org/>

The AMS (<http://www.ametsoc.org>) is the nation's leading professional society for those in the atmospheric and related sciences.

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