



The American Meteorological Society Journal

distributed via the multi-modal resources of
www.ResearchChannel.org

Underwriting Opportunities for Corporations, Agencies, and Institutions to Participate in a New AMS Public Outreach and Informal Science Education Initiative

“The AMS Mission includes...to broadly *disseminate* knowledge in the atmospheric and related sciences, technologies, applications and services.....to serve individuals and organizations within the profession and those comprising the ever growing user community.”

AMS Strategic Goals — 2007

The Opportunity In 2007, the AMS joined the ResearchChannel Consortium, a collaborative partnership of over 50 leading university, government and industry research centers who leverage their activities through a highly cost effective utilization of modern media to enhance communications not only across their constituencies but far beyond, into the policy making and user communities, and especially the general public. Up to ten video programs of *The AMS Journal* will be produced annually with support from underwriters for distribution over satellite and cable outlets, video on demand, podcasts, and 24x7 access of each program via the Internet. In the manner of public television underwriting, the Society now provides this opportunity for corporations, institutions and agencies to have their name and message reach hundreds of thousands of audience members while assisting the AMS in furthering its strategic goals of public outreach and education of the electorate. Each production is anticipated to reach upwards of a quarter million recipients at an underwriting cost of ~3.5 cents per impression. Each program produced by the AMS will have a logo-branded companion DVD, available for sale by the AMS and promotional distribution by the underwriter.

What is ResearchChannel? Since 1996, ResearchChannel, a non-profit media and technical organization, has connected global audiences with the research and academic institutions whose developments, insights and discoveries affect our lives and future, broadening the awareness of and the access to the results of basic and applied research, not only for professional and educational communities, but the public as well. ResearchChannel can be likened to a “C-Span for research and development.” In addition, over 3000 productions have been encoded and entered into a continuously growing repository of materials freely available to a global audience at any time via any manner of Internet connection. A survey in a major TV market revealed RC’s audience would be considered highly desirable for a variety of reasons. Many are likely to be decision makers who must deal with weather and climate related issues, and have the following characteristics: (1) age most likely 35-54, (2) affluent (52% earn more than \$50k annually), (3) majority have college experience or advanced degrees, (4) likely to be an opinion leader in their community, and (5) likely to be employed in a professional or technical career. The online audience is potentially the more important, including AMS and AGU members, but also the engaged public, policy makers and industry leaders. (Visit the web site [www.ResearchChannel.org] for a complete briefing.)

Distribution Opportunities ResearchChannel has emphasized flexible multi-modal pathways for the distribution of contributed programs. Programs are both broadcast and webcast. Internet access is available at any time from archives from anywhere on the globe at bandwidths from 14.4 kbs to Internet2. Their key distribution outlets include: (1) live Internet streaming of all broadcasts (2 million visits per year), (2) cable and local rebroadcast (12 million households), (3) satellite via Echo Star Dish Network, Ch 9400 (14 million households), (4) on demand Internet video downloads (1.5 million annually), (5) podcasts (to begin shortly) and (6) Video on Demand by Charter Communications, with more cable company participation anticipated. *AMS Journal* programs

can also be downloaded from the AMS web site. They may be freely rebroadcast over closed circuit networks and used in classroom and public lectures. Audience metrics are being developed by RC and AMS staff and will be provided to underwriters on an annual basis.

Sources of Programming and Costs Underwriting opportunities are available for a wide variety of lecture-style programs such as AMS Named Lectures (Walter Orr Roberts, Horton, Remote Sensing Prize and Haurwitz Lectures), selected AMS Policy Program Seminars, Annual Meeting Presidential Forum and Town Hall Meeting keynote speakers, Annual Community Summit Highlights, Corporate / User Forum Keynote Addresses, and local chapter speakers. The AMS will also serve as a program aggregator and provide post-production services for presentations originated by federal and state agencies, university colloquia and named lectureships and principal investigator public outreach efforts. The AMS will maintain a current list of upcoming underwriting availabilities. If the AMS undertakes the videography and post-production of a program, the total underwriting fee will be \$8000 per show. If provided uncut video meeting RC production standards (attainable by most institutional and commercial videographers), the underwriting fee is \$5000 per program. Multiple underwriters may share the cost of a single program.

Benefits to Underwriters Similar to Public Broadcasting System programs, underwriters are provided credits, both at the beginning and end of each program, for a total of 15 seconds. Up to four underwriters can each receive up to 15 seconds of recognition. The company name and/or logo will be prominently displayed. Each program is broadcast up to 35 times during the year of release, with free, 24x7 Internet downloading available for several years. Program DVD label faces will likewise display the underwriter’s logo. Ten copies will be provided gratis, with additional copies available for promotional use at \$7.50 per copy. Underwriters will be further recognized by (1) signage at AMS annual meetings, (2) announcements in BAMS, and (3) acknowledgement and URL links on the *AMS Journal* web page (see link bottom left on AMS home page). Sponsorship of *AMS Journal* productions provides companies, governmental agencies and universities a cost effective way to associate with high level scientific outreach activities of the AMS membership without the filtering and distortion common in conventional media. The underwriter will also be able to reach AMS members unable to attend meetings and symposia and also introduce members of the public and user communities to its products and services.

Interested in Underwriting? For more information on becoming an underwriter for the *AMS Journal*, contact Stephanie Armstrong at 617-227-2426 ext 235 (e-mail: armstrong@ametsoc.org).

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