

MIKE DANIELS

North Platte, NE
mikedanielswx@yahoo.com • (908) 868-8317
<http://talentapes.com/MikeDaniels/>

ON-AIR TELEVISION BROADCAST METEOROLOGIST

Weather Forecasting • Live Remote Broadcasts • Viewer Loyalty

Friendly and enthusiastic on-air presence with a genuine, likeable personality and the ability to build trusting relationships with viewers while working toward increased ratings. Confident yet polite individual with appropriate sense of humor and passion for weather forecasting. Current experience serving as on-air meteorologist for newscasts, preparing regional forecasts and weather graphics, and enhancing public relations through personal appearances and presentations. Proficient with Weather Central Live, 3-D Live, ESP Live, and ADONIS as well as WSI TruVu Titan, TruVu Alert, and Showfx graphics systems. B.S. Degree in Earth Science and Meteorology. AMS Certified Broadcast Meteorologist (CBM) pending review of on-air work. Active member of National Weather Association.

CORE COMPETENCIES

- Newscast Presentations
 - Video Weathercasts
 - Live Weather Break-ins
 - Online and Web Site Blogs
 - Special Segment Hosting
 - Meteorological Research
 - Social Media
 - Weather Production
 - Weather Graphics Design
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PROFESSIONAL EXPERIENCE

KNOP-TV – North Platte, NE

Chief Meteorologist, 1/2010 to Present

Successfully connect with viewers in a likeable, engaging manner in an effort to support and increase news ratings; bring credibility to newscasts while providing accurate weather forecasts with an interesting and understandable approach.

Serve as On-Air Meteorologist for evening and nighttime newscasts. Research and prepare regional forecasts and weather graphics. Develop creative and informative blogs and video weathercasts for station Web site. Enhance station's image and public relations by making community appearances, conducting highly visible speaking engagements, and hosting studio tours.

Key Achievements:

- Entrusted to present occasional **live weathercasts from remote sites.**
- Developed and delivered **live break-ins during severe weather events.**
- **Contributed to viewer loyalty and satisfaction** by focusing on adding value to product for audience; frequently complimented on easy-to-understand weather explanations.

NBC WEATHER PLUS – Englewood Cliffs, NJ

Weather Producer, 10/2005 to 12/2008

Full responsibility for show production of weather and educational segments, including preparation of weather graphics for daily national segments.

Ensured quality television broadcasts by briefing weather talent prior to on-air segments. Presented weather and forecast briefings for numerous NBC news platforms. Effectively researched and created blogs and video weathercasts for seasonal overview, forecasts, and multiple weather topics.

Key Achievements:

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- Selected to make occasional on-air appearances leading to future role as Chief Meteorologist.
- Designed graphics viewed on major network programs including NBC Weather Plus, NBC Nightly News, MSNBC, CNBC (National and International), Early Today, and Retirement Living.

KEAN UNIVERSITY – Union, NJ

Forecaster, 9/2004 to 5/2007

Prepared and presented forecasts for school's online and radio media while completing coursework to earn Bachelor of Science Degree in Earth Science and Meteorology.

Developed and delivered "Keancast" (daily forecast for school Web site). Prepared and communicated daily forecast for WKNJ (school radio station).

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15 years of previous experience in Trust and Estate Administration for several large companies, leading to eventual promotion to Vice President responsible for overall management of client relationships.

EDUCATION AND CREDENTIALS

Bachelor of Science Degree in Earth Science and Meteorology, 2007

KEAN UNIVERSITY, Union, NJ

Cum Laude Graduate, Dean's List, Member of Phi Kappa Phi and Lambda Alpha Sigma Honor Societies

Certification

American Meteorological Society (AMS) Certified Broadcast Meteorologist (CBM) - pending review of on-air work; exam passed 10/2010

Professional Associations

Member, National Weather Association (2004 to Present)

Member, American Meteorological Society - AMS (2003 to Present)

Kean University Chapter Secretary, AMS (2004 to 2005)