

*Sharing Statewide Climate
Expertise through North
Carolina's Climate Blog*



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Business Card Activity

What is one primary source (e.g., blog, TV network, Twitter account) that you routinely check for weather and climate news?

What type of story/content from this source is particularly useful, interesting, or relevant to you?

About the North Carolina Climate Blog

<http://climate.ncsu.edu/climateblog>

Published a monthly newsletter for more than a decade

Switched to a blog format in December 2012

Posts distributed to email subscribers and Twitter followers

Typically at least one post every week

Typical Blog Content

Monthly climate summaries

<http://climate.ncsu.edu/climateblog?id=207>

Seasonal outlooks and recaps

<http://climate.ncsu.edu/climateblog?id=166>

Historical event summaries

<http://climate.ncsu.edu/climateblog?id=208>

Typical Blog Content

Weather 101

<http://climate.ncsu.edu/climateblog?id=11>

Sectoral impacts and guest posts

<http://climate.ncsu.edu/climateblog?id=79>

Behind-the-scenes of our weather data & stations

<http://climate.ncsu.edu/climateblog?id=94>

Discussion

How could this blog content be more relevant to you?

What content is missing from this list, especially that's not available from other sources?

What weather- or climate-related decisions do you make that could use written summaries or expert analysis?

What questions or topics related to weather or climate could use clarification within a blog post?

<http://climate.ncsu.edu/climateblog>

Accessing the Blog

<http://climate.ncsu.edu/climateblog>

Email me if you have ideas!

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