



# Josh Hodell

Represented by **The NWT Group**

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## EXPERIENCE

### WBRE-TV, Wilkes-Barre, PA

### Chief Meteorologist

April 2005 — Present

- Serve as Chief Meteorologist for weekday 4PM, 5PM, 6PM, 7PM and 11PM newscasts
- Generate short and long-term forecasts using scientific-based knowledge and Numerical Weather Prediction (NWP) data
- Simplify complex meteorological concepts daily for easy viewer comprehension
- Utilize social media venues (Facebook, Twitter) to promote forecast, station weather brand and generate interaction with audience in order to increase news-cast ratings along with website and app usage
- Promote forecast and station weather brand through various platforms including digital media, website, radio and newspaper partners
- Manage department of 4 people. Duties include scheduling, performance reviews, interviewing, training new and current staff, overseeing graphics and development, defining and executing station weather coverage and severe weather policy
- Consult and collaborate with our graphic vendors (Baron, WSI & WeatherBug) to maintain and upgrade computer system in order to keep technology at its maximum output and strengthen our brand
- Prepare solutions to improve weather system and weather team efficiencies and reduce total expenses
- Provide community outreach: Scranton community garden project, Scranton Cultural Center, Catholic Social Services food drive, Red Cross Severe Weather preparedness, Read Across America school projects, Elementary School weather lessons
- Transformed WBRE weather brand into the most accurate forecast in the market (per WeatherRate)

### WBRE-TV, Wilkes-Barre, PA

### Weekend Meteorologist

September 2003 — March 2005

- Prepared and anchored weekend evening weather broadcasts
- Reported weather-related news stories during the week

### WTAJ-TV, Altoona, PA

### Meteorologist

June 1999 — September 2003

- Produced and anchored weather on weekday morning and noon news
- Delivered live weather hits from the field

### WTAJ-TV, Altoona, PA

### Weekend Meteorologist/Reporter

March 1998 — May 1999

- Produced and presented weekend morning and evening weather broadcasts
- Reported general assignment stories, including but not limited to court trials, politics, spot news such as fires and crashes, community-oriented and human-interest stories

### WJET-TV, Erie, PA

### Reporter

August 1997 — February 1998

- Created news packages for weekday and weekend evening news
- Generated story ideas for reporters and anchors to pursue
- Wrote and produced various news stories for primary newscasts

## Areas of Expertise

- Computer Model Analysis
- Personnel Leadership
- Social Media (Facebook, Twitter)
- Department Management
- Content Development
- Public Speaking
- Journalism
- Talent Coaching
- Communication Strategies
- Meteorology/Forecasting
- Brand Development
- Emergency/Crisis Management

## Professional Recognition

- AMS Television Seal of Approval
- NWA Television Seal of Approval

## Professional Affiliations

- American Meteorological Society Member, 2000 — Present
- National Weather Association Member, 1999 — Present

## Education

- S.I. Newhouse School of Public Communications December 1997 Syracuse University, Syracuse, NY
  - B.S. Broadcast Journalism,
  - Magna Cum Laude
- Mississippi State University August 2002, Mississippi State, MS
  - Certificate of Meteorology

## Social Media



@JoshHodell  
2.6K followers



@JoshHodell  
7.2K followers



@JoshHodell