JASON NAPPI

AMS CERTIFIED BROADCAST METEOROLOGIST | CBM #627

Bixby, Oklahoma | hello@jasonnappi.com | jasonnappi.com

Broadcast reel: jasonnappi.com/broadcast-reel

PROFESSIONAL PROFILE

AMS Certified Broadcast Meteorologist with 24+ years of experience, most recently on television at WCSH-TV / WLBZ-TV in Maine after leading forecasting as chief meteorologist at KADN-TV / KLAF-TV in Louisiana. Maine accomplishments include major-storm coverage, science explainers with 650,000+ views and Hurricane Lee coverage on YouTube's worldwide trending list. Combines calm live delivery, newsroom leadership and digital audience engagement across television, streaming and social platforms.

CORE EXPERTISE

Winter storms, flooding and tropical weather | Live severe-weather coverage
Conversational forecasts | Science explainers | Weather graphics and reporting
Radar, satellite and model analysis | Newsroom leadership | Streaming and social video

BROADCAST EXPERIENCE

Multimedia Meteorologist | WCSH-TV / WLBZ-TV

Portland and Bangor, Maine | May 2022 - July 2024

- Presented daily forecasts and live coverage of winter storms, flooding, severe-weather threats and Hurricane Lee on television, streaming and digital platforms.
- Produced science explainers generating more than 650,000 views.
- Delivered Hurricane Lee coverage that reached YouTube's worldwide trending list.
- Worked with producers, anchors and digital teams on breaking-weather updates, preparedness information and changing local impacts.

Chief Meteorologist | KADN-TV / KLAF-TV

Lafayette, Louisiana | April 2019 - April 2022

- Led forecasting and extended live coverage of tornado outbreaks, flash flooding and Hurricanes Laura, Delta and Ida across television and digital platforms.
- Directed weather-team preparation, forecast storytelling and graphics; mentored meteorologists and producers through severe-weather deadlines.

DIGITAL WEATHER AND AUDIENCE ENGAGEMENT

Founder and Certified Meteorologist | Jason Nappi Weather

Forecasting for New England | December 2024 - Present

- Produce and present daily forecasts, NappiCast videos, live storm updates and weather graphics for web, mobile, email, Facebook and YouTube.
- Built a Facebook community of 86,000 followers; create short weather videos for Instagram and TikTok and respond directly to audience questions.
- Operate a Baron-powered weather app and premium forecast service, managing forecast updates, daily publishing and audience engagement.

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ADDITIONAL BROADCAST EXPERIENCE

Multimedia Meteorologist | WSPA-TV

Spartanburg, South Carolina | October 2014 - October 2017

- Presented daily forecasts and live severe-weather coverage for the Carolinas and southern Appalachians across television and digital platforms.
- Expanded audience engagement through community-focused weather storytelling and social-media live streaming.

Multimedia Meteorologist | WJBF-TV

Augusta, Georgia | April 2012 - October 2014

- Produced forecasts and reported through severe storms, flooding and the 2014 Georgia ice storm, coordinating changing coverage with producers and anchors.

Chief Meteorologist | WOAY-TV

Oak Hill, West Virginia | November 2009 - March 2011

- Led daily forecasting and on-air weather coverage for southern West Virginia; supported newsroom planning for severe-weather events.

EARLIER BROADCAST EXPERIENCE

Meteorologist | WMTW-TV

Portland, Maine | February 2007 - November 2009

Meteorologist | WMUR-TV

Manchester, New Hampshire | October 2006 - February 2007

Weekend Meteorologist and Photojournalist | WETM-TV

Elmira, New York | July 2004 - August 2006

Freelance Weather Producer | WPIX-TV

New York, New York | 2002

EDUCATION AND CERTIFICATION

Bachelor of Science in Meteorology

State University of New York at Oneonta | May 2002

American Meteorological Society | Certified Broadcast Meteorologist | CBM #627

FORECAST AND DIGITAL TOOLKIT

Radar and satellite interpretation | HRRR, NDFD, NBM, RRFS and ECMWF guidance
Weather graphics and video production | Baron-powered app publishing
Web, mobile, email and social publishing | Audience analytics

Digital work: jasonnappiweather.com | LinkedIn: linkedin.com/in/jasonnappi