

JOSEPH E. TRUJILLO FALCÓN

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Graduate Research Assistant, Cooperative Institute for Severe and High-Impact Weather Research and Operations	Award for Early-Career Professional Achievement, American Meteorological Society	Bilingual Meteorologist and Host, MyRadar and ACME AtronOmatic, LLC
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EDUCATION

- 2024 **Doctor of Philosophy in Communication**
University of Oklahoma, Norman, OK
Co-Chairs: Dr. Justin Reedy and Dr. Ioana Cionea
- 2021 **Master of Arts in Communication**
University of Oklahoma, Norman, OK
Chair: Dr. Justin Reedy
- 2019 **Bachelor of Science in Meteorology, Minor in Communication**
Texas A&M University, College Station, TX
Thesis: “Organizational Influence on Public Policy Related to Hurricane Harvey”
- 2019 **Bachelor of Arts in Spanish**
Texas A&M University, College Station, TX

RESEARCH EXPERIENCE

- 2019 – Present **Graduate Research Assistant**
CIWRO and NWS Storm Prediction Center (SPC), Norman, OK
Supervised by Dr. Patrick Marsh and Dr. Burkely Gallo
- Lead a nationwide initiative among social scientists, government meteorologists, and linguistic experts to propose Spanish risk products and materials for the NOAA/NWS Storm Prediction Center
 - Work with operational SPC meteorologists to create bilingual educational and safety graphics for the organization
 - Served as a contributor to the NOAA FY21 Annual Operating Plan Milestone by creating a guide of best practices for communicating and conveying the probabilistic and categorical forecast information and specifications of the SPC Convective Outlook in English and Spanish.
- 2019 – Present **Graduate Research Assistant**
CIWRO and NOAA National Severe Storms Laboratory, Norman, OK
Supervised by Dr. Kodi Berry and Dr. Kim Klockow-McClain
- Assist with logistics and research associated with next-generation warning prototype technology being co-produced with practitioners at NOAA’s Hazardous Weather Testbed.
 - Conduct structured and semi-structured interviews with broadcast meteorologists, emergency managers, and National Weather Service forecasters on their understanding, use, and communication of experimental probabilistic weather products
 - Publish manuscripts and present at national conferences on social science findings, particularly for broadcast meteorologist experiments

PROFESSIONAL EXPERIENCE

- 2022 – Present **Bilingual Meteorologist and Host**
MyRadar and ACME AtronOmatic, LLC, Orlando, FL
- Produce informative videos and articles in English and Spanish for the MyRadar weather app, social media, and online streaming platforms.
 - Serve as the platform’s risk communication expert and provides safety recommendations to over 50 million users.
- 2020 – Present **Multimedia Assistance in Spanish Team Member**
National Weather Service (NWS), Norman, OK
- Assist in projects that focus on terminology standardization and operations for the NWS
 - Coordinate social science research efforts with the NWS, NOAA Cooperative Institutes, and the NWS Storm Prediction Center
- 2017 – 2019 **Bilingual Meteorologist**
KTAM, Brazos Valley, College Station, TX
- Served as the Brazos Valley’s first and only bilingual meteorologist, giving daily weather updates at 100.1 FM/1240 AM Radio Alegría.
 - Engaged with the local Hispanic/Latinx community through charity drives and school visits

GRANT FUNDING

Federal Funding

- 2022 – 2025
(Accepted) **Co-Principal Investigator** (PI: Dr. Justin Reedy)
Project: A Weather-Ready Nation para Todos: Establishing Best Practices in Communicating Hazardous Weather Risks to Spanish Speakers
Source: NOAA Office of Atmospheric Research (JTII)
Total Funding: \$767,707
- 2022 – 2025
(Rejected) **Principal Investigator**
Project: Qualitatively Modeling Tornado Perception, Response, and Vulnerability for Hispanic Immigrants and Spanish Speakers in the United States
Source: NOAA Office of Atmospheric Research (VORTEX-USA)
Total Funding: \$841,463

University Funding

- 2022-2023
(Accepted) **Principal Investigator**
Project: Beyond Translation: A Comprehensive Measure of Weather Salience for U.S. Spanish Speakers
Source: CIWRO Director’s Directed Research Fund
Total Funding: \$31,415
- 2021–2022
(Accepted) **Principal Investigator**
Project: Social Vulnerabilities in Hispanic and Latinx Communities
Source: University of Oklahoma Graduate Student Senate Research Grant
Total Funding: \$700

Travel Funding

2020
(Accepted)

Travel Award to attend the AMS Summer Policy Colloquium
Source: American Meteorological Society/National Science Foundation

TEACHING EXPERIENCE

Academic Appointments

- 2022 **Graduate Teaching Assistant**
University of Oklahoma, COMM 3563: Risk and Crisis Communication
- Assist Dr. Justin Reedy with discussion in an undergraduate class comprising 30 undergraduate students
 - Lead a few lectures throughout the year that focus on weather communication and equitable approaches
- 2019 – 2021 **Graduate Teaching Assistant**
COMM 1113: Introduction to Communication, University of Oklahoma
- Teach a discussion section with 30 undergraduate students
 - Grade assignments, set deadlines, and work with the course instructor to facilitate curriculum

Invited Guest Lectures

- 2023 **George Mason University, COMM200: Communication Theory**
Invited By: Margaret Orr, Instructor, Undergraduate Class of 30
Topic: Applications of Theory Used in Disaster Communication
- 2023 **University of Oklahoma, GEOG 4943: Natural Hazards**
Invited By: Dr. Mark Shafer, Associate Professor, Undergraduate Class of 25
Topic: Weather Warning Research and Multilingualism
- 2023 **York University, DEMS5030: Social & Behavioral Dimensions of Disaster**
Invited By: Dr. Jennifer Spinney, Assistant Professor, Graduate Class of 10
Topic: Immigrant Vulnerability in Tornado Contexts
- 2022 **University at Albany, CEMH 496/596: Risk Communication for Safety, Security, and Emergency Management**
Invited By: Dr. Jeannette Sutton, Associate Professor, Undergraduate/Graduate Class of 10
Topic: Bilingual Risk and Crisis Communication
- 2022 **University of Tennessee, Knoxville, GEOG 331: Natural Hazards**
Invited By: Instructor Nicholas Grondin, Undergraduate Class of 40
Topic: Risk Communication during December 10-11, 2021 Tornado Outbreak
- 2021 **University of Oklahoma, PHCH 3113 Introduction to Epidemiology**
Invited By: Dr. Jennifer Ross, Director of Public and Community Health Programs, Undergraduate Class of 45
Topic: Intersection of Bilingual Disaster and Health communication

2021 **University of Oklahoma, PHCH 4013: Community Health Capstone**
Invited By: Dr. Jennifer Ross, Director of Public and Community Health
Programs, Undergraduate Class of 15
Topic: Conducting Research in Interdisciplinary Settings

HONORS and AWARDS

National Recognition

2022 **AMS Award for Early Career Professional Achievement**, “for innovative and extensive collaboration in risk communication for Spanish-speaking communities and leadership as an exceptional member across multiple AMS Boards and Committees,” American Meteorological Society (AMS)

2022 **1st Place Research Presentation**, for research on immigrant disaster inequity, 6th AMS Conference on Weather Warnings and Communication

2022 **1st Place Research Presentation**, for social science research with broadcast meteorologists, 46th National Weather Association Annual Meeting

2022 **3rd Place Research Presentation**, for bilingual weather warning research, 17th Symposium on Societal Applications, 102nd AMS Annual Meeting

2021 **David Sankey Minority Award in Meteorology**, National Weather Association Foundation

2021 **1st Place Research Presentation**, for groundbreaking bilingual risk communication research, 16th AMS Symposium on Societal Applications

2021 **2nd Place Research Presentation**, for social science work on next-generation technology, 11th AMS Conference on Transition of Research to Operations

2019 **Honorable Mention**, for organizational communication research in Hurricane Harvey, 14th AMS Symposium on Societal Applications

University Recognition

2023 **Josh Lee Memorial Award**, for exceptional scholarship in risk and crisis communication, Department of Communication, University of Oklahoma

2019 **“Gold” Medallion Milestone Scholar**, for outstanding academic, professional, and scholarly achievement, College of Geosciences, Texas A&M University

2019 **Texas A&M Buck Weirus Spirit Award**, an award given to 55 students, university wide, that demonstrate high involvement, create positive experiences in the Aggie community, and impact student life, Texas A&M University

2019 **Texas A&M Undergraduate Research Scholar**, Texas A&M University

PUBLICATIONS

Peer-Reviewed

11. **Trujillo-Falcón, J. E.,** Gaviria Pabón, A. R., Reedy, J. & Klockow-McClain, K. E. (In Review). Systemic Vulnerabilities in Hispanic and Latinx Immigrant Communities Led to the Reliance of an Informal Warning System in the December 10-11, 2021 Tornado Outbreak. *Natural Hazards Review*.
(IF=3.169)

10. (IF= 9.12) **Trujillo-Falcón, J. E.** (In Review). Reimagining survey methodology to better serve U.S. Hispanic and Latinx communities in disaster contexts. *Bulletin of the American Meteorological Society*.
9. (IF= 3.37) Bitterman, A., Krocak, M. J., Ripberger, J. T., Ernst, S., **Trujillo-Falcón, J. E.**, Gaviria Pabón, A. G., Silva, C., & Jenkins-Smith H. (In Review). Cross-sector collaboration for effective risk communication: A case study of SPC risk categories and colors in Spanish. *Weather and Forecasting*.
8. (IF= 9.12) Morales, A., Molina, M. J., **Trujillo-Falcón, J. E.**, Lang, A. L., Barrett, B. S., Aviles, L., Camargo, S. J., Nuñez Ocasio, K. M., Bieri, C., & Murillo, E. (2023, in press). Hispanic and Latinx academics and researchers in the atmospheric sciences: The people, the challenges, and the future. *Bulletin of the American Meteorological Society*. Accepted.
7. (IF= 2.30) Tripathi, A., Shepherd, M., Morris, V., Andrade, K., Whyte, K. P., David-Chavez, D. M., Hosbey, J., **Trujillo-Falcón, J. E.**, Hunter, B., Hence, D., Carlis, D., Brown, V., Parker, W. L., Geller, A., Reich, A., & Glackin, M. (2023, in press). Centering equity in the Nation's weather, water, and climate services. *Environmental Justice*.
<https://doi.org/10.1089/env.2022.0048>.
6. (IF=3.37) Tripp, D. D., **Trujillo-Falcón, J. E.**, Klockow-McClain, K.E., Reeves, H. D., Berry, K. L., Waldstreicher, J. S., & Nelson, J. A. (2023). Foundational needs of forecasters for probabilistic winter forecasting. *Weather and Forecasting*, 38(1), 3-15, <https://doi.org/10.1175/WAF-D-22-0116.1>
5. (IF= 9.12) **Trujillo-Falcón, J. E.**, Gaviria Pabón, A., Ripberger, J., Bitterman, A., Thornton, J. B., Krocak, M. J., Ernst, S. R., Cassiani Obeso, E., & Lipski, J. (2022). ¿Aviso o alerta? A national survey on Spanish-speaker reception and interpretation of the current watch and warning system. *Bulletin of the American Meteorological Society*, 103(12), 2791-2803, <https://doi.org/10.1175/BAMS-D-22-0050.1>.
4. (IF= 3.02) Obermeier, H., Berry, K., Klockow-McClain, K. E., Campbell, A., Carithers, C., Gerard, A., & **Trujillo-Falcón, J. E.** (2022). The creation of a research television studio to test Probabilistic Hazard Information with broadcast meteorologists in NOAA's Hazardous Weather Testbed. *Weather, Climate and Society*, 14(3), 949-963, <https://doi.org/10.1175/WCAS-D-21-0171.1>.
3. (IF= 3.02) **Trujillo-Falcón, J. E.**, Reedy, J. Klockow-McClain, K. E., Berry, K., Stumpf, G. J., Bates, A. V., & LaDue, J. L. (2022). Creating a communication framework for FACETs: How Probabilistic Hazard Information affected warning operations in NOAA's Hazardous Weather Testbed. *Weather, Climate and Society*, 14(3), 881-892, <https://doi.org/10.1175/WCAS-D-21-0136.1>.
2. (IF= 2.58) Hurst, E. H., **Trujillo-Falcón, J. E.**, Reedy, J., & Anderson, C. (2021). Citizen deliberation at South Carolina's 'Our Coastal Future Forum': Talking through risk related to climate change. *Journal of Risk Research*, 25(6), 764-777, <https://doi.org/10.1080/13669877.2021.2020882>.
1. (IF= 9.12) **Trujillo-Falcón, J. E.**, Bermúdez, O., Negrón-Hernández, K., Lipski, J., Leitman, E. M., & Berry, K. (2021). Hazardous weather communication en español: Challenges, current resources, and future

practices. *Bulletin of the American Meteorological Society*, 102(4), 765-773, <https://doi.org/10.1175/BAMS-D-20-0249.1>.

Government and Policy Reports

3. Bitterman, A., Ripberger, J., Silva, C., Jenkins-Smith, H., **Trujillo-Falcón, J. E.**, Gaviria Pabón, A., Krocak, M. (2023). *Expanding the baseline: public receptions, understanding, and responses to severe weather forecasts and warnings for U.S. Spanish speakers*. Institute for Public Policy Research and Analysis Reference Report. <https://doi.org/10.7910/DVN/Q5SCBB>
2. Bitterman, A., Ripberger, J., Krocak, M., Silva, C., Jenkins-Smith, H., **Trujillo-Falcón, J. E.**, and Gaviria Pabón, A. (2022). *Developing a baseline: Public perception, understanding, and responses to severe weather forecasts and warnings for U.S. Spanish speakers*. Institute for Public Policy Research and Analysis Reference Report. <https://doi.org/10.7910/DVN/IZNQVA>.
1. Krocak, M. Ernst, S., Ripberger, J., Williams, C., **Trujillo-Falcón, J. E.**, Gallo, B., and Marsh, P. (2021). *The National Weather Service Storm Prediction Center's convective outlook: Conclusions from past research and recommendations for future development*. NOAA FY 2021 Milestone Report. <https://www.spc.noaa.gov/publications/krocak/otlk-res.pdf>

Non-Refereed

1. **Trujillo, J. E.** (2019). *Rhetoric and climate: Organizational influence on public policy related to Hurricane Harvey* (Embargoed– Available upon request) [Thesis, Texas A&M University]. OAKTrust Repository.

ORAL PRESENTATIONS AT SCHOLARLY CONFERENCES

** Indicates Undergraduate and Graduate Student Co-Authors*

36. Dunham, V. *, **Trujillo-Falcón, J. E.**, and Montgomery-Vestecka, G. (2023). *Weather en español: How do Spanish speakers seek and respond to weather information?* 21st Southeast Severe Storms Symposium, Starkville, MS.
35. **Trujillo-Falcón, J. E.** (2023, January). *FACETs en español: Ensuring an effective, equitable response*. Special Symposium on Forecasting a Continuum of Environmental Threats (FACETs), 103rd American Meteorological Society Annual Meeting, Denver, CO.
34. **Trujillo-Falcón, J. E.**, Montgomery, G., Dunham, V.*, Mejia, J. *, & Miller, M. * (2023, January). *Measuring weather salience in U.S. Spanish-speaking communities*. 18th Symposium on Societal Applications, 103rd American Meteorological Society Annual Meeting, Denver, CO.
33. **Trujillo-Falcón, J. E.** (2023, January). *Reimagining survey methodology to better serve U.S. Hispanic and Latinx communities*. 18th Symposium on Societal Applications, 103rd American Meteorological Society Annual Meeting, Denver, CO.
32. Obermeier, H. Berry, K. L., Wilson, K. A., Krocak, M., Klockow-McClain, K., **Trujillo-Falcón, J. E.**, & Ernst, S. R. (2023, January). *End user decisions over time: Assessing weather information needs and decision making for severe weather events with broadcast meteorologists*. Special Symposium on

- Forecasting a Continuum of Environmental Threats (FACETs), 103rd American Meteorological Society Annual Meeting, Denver, CO.
31. Morales, A., Molina, M. J. **Trujillo-Falcón, J. E.**, Lang, A. L., Barrett, B. Camargo, S. J., Nuñez Ocasio, K. M., Murillo, E., Bieri, C., & Avilés, L. (2023, January). *Commitment to active allyship is required to address the lack of Hispanic and Latinx representation in the Atmospheric Sciences*. 4th Symposium on Diversity, Equity, and Inclusion, 103rd American Meteorological Society Annual Meeting, Denver, CO.
 30. Klockow-McClain, K. E., DeWinter, T., Gaviria, A., Hogg, D., Sharpe, J. E., & **Trujillo-Falcón, J. E.** (2023, January). *Dec 10, 2021 Mid-South tornado outbreak: An integrated study of forecast communication and public response*. 18th Symposium on Societal Applications, 103rd American Meteorological Society Annual Meeting, Denver, CO.
 29. **Trujillo-Falcón, J. E.** (2022, November). *Expanding beyond ethnicity: Best practices for surveying U.S. Hispanic and Latinx Communities in Disaster Contexts*. 109th National Communication Association Annual Convention, New Orleans, LA.
 28. **Trujillo-Falcón, J. E.** Gaviria Pabón, A. R., Reedy, J., & Klockow-McClain, K. E. (2022, August). *No warnings where I'm from: Inequities in immigrant disaster response during tornadoes*. National Weather Association 47th Annual Meeting, Pittsburgh, PA.
 27. **Trujillo-Falcón, J. E.**, Obermeier, H., & Berry, K. L. (2022, June). *Impacts of uncertainty on broadcast meteorologists communicating Threats-in-Motion*. 6th Conference on Weather Warnings and Communications, American Meteorological Society, Milwaukee, WI.
 26. Miller, M.*, Mejia, J.*, Gonzalez, D.*, **Trujillo-Falcón, J. E.**, & Montgomery, G. (2022, June). *Lost in translation: Improving communication of extreme weather to Spanish-speaking communities*. 6th Conference on Weather Warnings and Communications, American Meteorological Society, Milwaukee, WI. **(Fourth Place Overall Oral Presentation)**
 25. **Trujillo-Falcón, J. E.**, Gaviria Pabón, A., & Reedy, J. (2022, June). *Under the Shadows and Rubble: Understanding Immigrant and Spanish-Speaker Vulnerability in the December 2021 Tornado Outbreak*. 6th Conference on Weather Warnings and Communications, American Meteorological Society, Milwaukee, WI. **(First Place Overall Oral Presentation)**
 24. Bianchi, C. **Trujillo-Falcón, J. E.**, Yas, V., Schultz, C. J., Sans, I., Romero, A., Torres, M., and Murphy K. (2022, June). *National Lightning Safety Awareness Week en español: Successes from 2021 and a vision forward*. 49th Conference on Broadcast Meteorology, American Meteorological Society, Milwaukee, WI.
 23. **Trujillo-Falcón, J. E.**, Meeks, L., Hubbard, C. G., Kopcki, A., & Placky, B. W. (2022, January). *El cambio climático en televisión: A national survey of bilingual broadcast meteorologist climate change reporting practices*. 3rd Symposium on Diversity, Equity, and Inclusion, 102nd American Meteorological Society Annual Meeting, Houston, TX.
 22. **Trujillo-Falcón, J. E.**, Gaviria Pabón, A., Ripberger, J., Bitterman, A., Krocak, K., Ernst, S. R., Cassiani Obeso, E., & Lipski, J. (2022, January) *¿Aviso o alerta? A national survey on how U.S. Spanish speakers*

- interpret current and proposed weather warning terminology.* 17th Symposium on Societal Applications, 102nd American Meteorological Society Annual Meeting, Houston, TX. **(Third Place Overall Presentation)**
21. **Trujillo-Falcón, J. E.**, Berry, K. L., Obermeier, H., & Klockow-McClain, K. (2022, January). *Co-producing next generation warnings: A national survey of broadcast meteorologist preferences with Probabilistic Hazard Information.* 12th Conference on Transition of Research to Operations, 101st American Meteorological Society Annual Meeting, Houston, TX.
 20. Tripp, D. D., Reeves, H. D., **Trujillo-Falcón, J. E.**, Klockow-McClain, K., Berry, K. L., Waldstreicher, J., & Nelson Jr., J. A. (2022, January). *Foundational needs of forecasters for probabilistic winter forecasting.* 12th Conference on Transition of Research to Operations, 101st American Meteorological Society Annual Meeting, Houston, TX.
 19. Orr, M., Borth, A., Sublette, M. S., Lindmeier, B., **Trujillo-Falcón, J. E.**, Maibach, E. W., & Cook, J. (2022, January). *Climate myth debunking for TV meteorologists.* 17th Symposium on Societal Applications, 102nd American Meteorological Society Annual Meeting, Houston, TX.
 18. Bitterman, A., Krocak, M., Ripberger, J., Ernst, S. R., **Trujillo-Falcón, J. E.**, Gaviria Pabón, A. R., Silva, C., & Jenkins-Smith, H. (2022, January). *Cross-sector collaboration for effective risk communication: A case study of SPC risk categories in Spanish.* 17th Symposium on Societal Applications, 102nd American Meteorological Society Annual Meeting, Houston, TX.
 17. **Trujillo-Falcón, J. E.**, Reedy, J., Klockow-McClain, K. E., Berry, K., Stumpf, G., Bates, A., and LaDue, J. (2021, November). *Embedded Weather Forecasting Systems: Using Communication Theory to Guide Future National Weather Service Warning Operations.* 108th National Communication Association Annual Convention, Seattle, WA.
 16. **Trujillo-Falcón, J. E.**, & Boucher, T. (2021, August). *A Weather-Ready Nation for All*: Building a foundation that removes the asterisk.* National Weather Association 46th Annual Meeting, Tulsa, OK.
 15. **Trujillo-Falcón, J. E.**, Berry, K., & Obermeier, H. (2021, August). *Co-producing next-generation warnings: A national survey of broadcast meteorologists.* 46th National Weather Association Annual Meeting, Tulsa, OK. **(First Place Overall Oral Presentation)**
 14. **Trujillo, J. E.**, Lipski, J., Leitman, E., Bermúdez, O., Negrón, K., & Berry, K. (2021, January). *Creating unifying risk messages en español: Frameworks for translation and interpretation.* 16th Symposium on Societal Applications, 101st American Meteorological Society Annual Meeting, New Orleans, LA. **(First Place Overall Oral Presentation)**
 13. **Trujillo, J. E.**, Lee, S. K., Berry, K., Obermeier, H., Klockow-McClain, K. E., Campbell, P. A., Meyer, T., Williams, S., Ernst, S., & Landeros, E. (2021, January). *Applying social scientific concepts to enhance R2O: Analysis of 2018 and 2019 NOAA Hazardous Weather Testbed Probabilistic Hazard Information experiments.* 11th Conference on Transition of Research to Operations, 101st American Meteorological Society Annual Meeting, Virtual. **(Second Place Overall Oral Presentation)**
 12. Yas, V., Sánchez Núñez, P., **Trujillo, J. E.**, Schultz, C. J., Murphy, K. M., Romero, A., Torres, M., & Bianchi, C. (2021, January). *¿When thunder*

roars go indoors? Spanish-Language resources for National Lightning Safety Awareness Week. 9th Symposium on the Weather, Water, and Climate Enterprise, 101st American Meteorological Society Annual Meeting, Virtual.

11. **Trujillo, J. E.**, Lipski, J., Silva, C., & Ripberger, J. (2021, January). *A first look at how Spanish-speaking populations receive, comprehend, and respond to tornado risks: Pilot results from the 2020 NOAA Weather and Society Survey.* 9th Symposium on Building a Weather-Ready Nation, 101st American Meteorological Society Annual Meeting, Virtual.
10. Obermeier, H., Berry, K., Klockow-McClain, K. E., & **Trujillo, J. E.** (2021, January). *Probabilistic hazard information for broadcast meteorologists: A survey of needs and preferences in a future warning paradigm.* 16th Symposium on Societal Applications, 101st American Meteorological Society Annual Meeting, Virtual.
9. Hurst, E. H., **Trujillo, J. E.**, & Reedy, J. (2020, November). *Citizen deliberation at South Carolina's Our Coastal Future Forum: Talking through risk related to climate change.* 106th National Communication Association Annual Convention, Indianapolis, IN.
8. **Trujillo, J. E.**, Bermúdez, O., Lipski, J., & Leitman, E. (2020, September). *The Storm Prediction Center Spanish language initiative.* 45th National Weather Association Annual Meeting, Virtual.
7. **Trujillo J. E.**, Hurst, E. H., & Reedy, J. (2020, April). *Overcoming conflict: Risk-construal analysis of climate change deliberations.* 6th Annual Conflict Conference, Austin, TX. ***Canceled due to COVID-19.***
6. **Trujillo, J. E.**, Berry, K., Obermeier, H., Gerard, A., Klockow-McClain, K. E., Campbell, P. A., Meyer, T. C., & Ripberger, J. T. (2020, January). *Plumes, probabilities, and posts: How social media coverage evolved in the 2019 Hazardous Weather Testbed Probabilistic Hazard Information experiment.* 15th Symposium on Societal Applications, 100th American Meteorological Society Annual Meeting, Boston, MA.
5. Klockow-McClain, K. E., Berry, K., Shivers-Williams, C., Krocak, M. J., Wilson, K. A., James, J. J., Stumpf, G. J., Stanford, Z., MacDonald, A., **Trujillo, J. E.**, & Gerard, A. E. (2020 January). *Putting multiple probabilistic products before end users: The 2019 HWT emergency manager experiments,* 15th Symposium on Societal Applications, 100th American Meteorological Society Annual Meeting, Boston, MA.
4. **Trujillo, J. E.** (2020, January). *Introducing the AMS Latinx Committee.* 8th Symposium on Building a Weather-Ready Nation, 100th American Meteorological Society Annual Meeting, Boston, MA.
3. Obermeier, H., Berry, K., Klockow-McClain, K. E., Meyer, T. C., Campbell, P. A., Gerard, A. E., **Trujillo, J. E.**, & Carithers, C. (2020, January). *Communicating probabilistic hazard information: Broadcast meteorologists in the 2018-2019 Hazardous Weather Testbed,* 15th Symposium on Societal Applications, 100th American Meteorological Society Annual Meeting, Boston, MA.
2. **Trujillo, J. E.**, Bermúdez, O., Marsh, P. T., & Leitman, E. (2020, January). *The Storm Prediction Center Spanish language initiative.* 8th Symposium on

- the Weather, Water, and Climate Enterprise, 100th American Meteorological Society Annual Meeting, Boston, MA.
1. **Trujillo, J. E., & Conrad, C.** (2019, January). *Organizational influence on public policy related to Hurricane Harvey*. 14th Symposium on Societal Applications, 99th American Meteorological Society Annual Meeting, Phoenix, AZ. (**Named “Honorable Mention”**)

POSTER PRESENTATIONS AT SCHOLARLY CONFERENCES

* Indicates Undergraduate and Graduate Student Co-Authors

7. Mejia, J.*, Miller, M.*, Gonzalez, D.*, **Trujillo-Falcón, J. E.**, & Montgomery, G. (2022, May). *Lost in translation: Measuring weather salience in U.S. Spanish-speaking communities*. University of Oklahoma School of Meteorology Capstone Symposium, Norman, OK.
6. Gaviria Pabón, A., **Trujillo-Falcón, J. E.**, Ripberger, J., Bitterman, A., Krocak, K., Thornton, J., Ernst, S. R., Cassiani Obeso, E., & Lipski, J. (2022, January) *¿Aviso o alerta? A national survey on how U.S. Spanish speakers interpret current and proposed weather warning terminology*. 2nd Annual Disaster Preparedness, Response, Innovation, Mitigation, and Recovery Conference, Denton, TX.
5. **Trujillo, J. E.**, Reedy, J., & Klockow-McClain, K. (2020, September). *The embedded, meteorological system: Interoffice collaboration and decision making of National Weather Service weather forecast offices in a FACETs paradigm*. 33rd Annual Organizational Communication Conference, Tampa, FL.
4. Berry, K., Obermeier, H., & **Trujillo, J. E.** (2020, September). *Broadcast meteorologists communicating probabilistic information in a FACETs paradigm*. 45th National Weather Association Annual Meeting, Tulsa, OK.
3. **Trujillo, J. E.**, Reedy, J., & Klockow-McClain, K. (2020, September). *The embedded, meteorological system: Interoffice collaboration and decision making of National Weather Service weather forecast offices in a FACETs paradigm*. 45th National Weather Association Annual Meeting, Tulsa, OK.
2. **Trujillo J. E.**, Truesdale, S., & Logan, T. (2018, January). *Synoptical analysis of aerosols from biomass burning and their impacts on severe hail events in the contiguous United States*. 17th Annual Student Conference, 98th American Meteorological Society Annual Meeting, Austin, TX.
1. **Trujillo, J.E.**, Creveld, E., & Logan, T. (2017, January). *Aerosol impacts on hail size making use of NOAA SPC observations*. 16th Annual Student Conference, 97th American Meteorological Society Annual Meeting, Seattle, WA.

INVITED RESEARCH TALKS, PANELS, AND PRESENTATIONS

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| Panel | Trujillo-Falcón, J. E. (2023, April). <i>Communicating risk in a changing climate</i> . Invited Panelist at the Southeast Climate Adaptation Science Center, North Carolina State University, Virtual. |
| Lecture | Trujillo-Falcón, J. E. (2023, February). <i>Breaking the language barrier: Advances in bilingual disaster communication</i> . Lecture at the University at Albany, College of Emergency Preparedness, Homeland Security, and Cybersecurity, Albany, NY. |

- Talk **Trujillo-Falcón, J. E.** (2023, February). *10 Years After El Reno: A Reflection of Multilingual Weather Services*. NWS Norman Weather Forecast Office Integrated Warning Team Workshop, Oklahoma City, OK.
- Talk **Trujillo-Falcón, J. E.** (2023, February). *The History and Future of Bilingual Disaster Communication*. University of Oklahoma Student Chapter of the American Meteorological Society & National Weather Association General Meeting, Norman, OK.
- Talk **Trujillo-Falcón, J. E.** (2023, January). *Beyond the monolith: A path forward in serving multilingual communities*. NWS Partner Engagement Event, American Meteorological Society, Denver, CO.
- Town Hall Wilkinson, A., Piña, A., Martinez, C., Kerr, G. H., Bates, A. V., **Trujillo-Falcón, J. E.**, Nieves Jiménez, A. T., Luna-Cruz, Y. (2023, January). *AMS Board on Representation Accessibility, Inclusion, and Diversity (BRAID): Shaping Our Community*. American Meteorological Society Town Hall Meeting, Denver, CO.
- Talk **Trujillo-Falcón, J. E.** (2023, January). *¡El pueblo unido jamás será vencido! The Origins of the AMS Committee for Hispanic and Latinx Advancement*. 22nd Annual Student Conference, 103rd American Meteorological Society Annual Meeting, Denver, CO.
- Panel Henderson, J., Bostrom, A. **Trujillo-Falcón, J. E.**, Demuth, J. L., Eosco, G. M., and Lazo, J. K. (2023, January). *Natural Hazards & Societal Engagement*. William Hooke Symposium, 103rd American Meteorological Society Annual Meeting, Denver, CO.
- Briefing **Trujillo-Falcón, J. E.**, and Bozeman, M. (2022, September). *R2O en español: Bilingual social science research and intersections with NWS Services*. National Weather Service Analyze, Forecast, and Support Office Senior Staff Meeting, Virtual.
- Talk **Trujillo-Falcón, J. E.** (2022, September). *Systemic Vulnerabilities Created an Informal Warning System for U.S. Hispanic and Latinx Immigrants In The 2022 Quad-State Tornado Outbreak*. National Weather Service, Paducah Weather Forecast Office, Virtual.
- Talk **Trujillo-Falcón, J. E.** (2022, May). *Communicating During Diverse Situations*. LA Center for Urban Natural Resources Sustainability, Los Angeles, CA., Virtual.
- Talk **Trujillo-Falcón, J. E.** (2022, May). *Bilingual Risk and Crisis Communication*. AMS Route 66 Local Chapter, Tulsa, OK, Virtual.
- Keynote Talk **Trujillo-Falcón, J. E.** (2022, April). *Diversity, Equity, Inclusion, and Accessibility in the Weather, Water, and Climate Enterprise*. American Meteorological Society Washington Forum, Washington, D.C.
- Plenary Panel **Trujillo-Falcón, J. E.**, Stephens, K. K., Flecha, N., Garcia, B., and Carlson, N. (2022, March). Moving beyond simply translating emergency preparedness messages for growing and diverse Texas audiences. 2nd Annual Disaster Preparedness, Response, Innovation, Mitigation, and Recovery Conference, Denton, TX.
- Keynote Talk **Trujillo-Falcón, J. E.** (2022, January). An extraordinary but not uncommon life. Early Career Award Winner Fireside Chat. 102nd American Meteorological Society Annual Meeting, Virtual.

- Briefing **Trujillo-Falcón, J. E.**, Negrón, K., Bermúdez, O., Morales, E., Ripberger, J. (2021, September). A Weather-Ready Nation para todos: Solutions beyond the grassroots. NOAA/NWS Leadership Briefing, Washington, D.C.
- Briefing **Trujillo-Falcón, J. E.**, Bermúdez, O., Negrón, K., Lipski, J., Leitman, E., and Berry, K. (2021, September). Weather communication en español: Challenges serving the underserved. NOAA/NWS Leadership Briefing, Washington, D.C.
- Talk **Trujillo, Falcón, J. E.** (2021, August). *Diversity, Inclusion, Equity, and Justice*. 2021 AMS Summer Policy Colloquium, Washington, D.C.
- Panel **Trujillo-Falcón, J. E.**, Maibach, E., Méndez, M., Morales, J., Monzón, A., & Placky, B. (2021, July). *Climate reporting by and for the Latinx community*. Invited panelist at the National Association of Hispanic Journalists International Training Conference, Washington, D.C.
- Briefing **Trujillo-Falcón, J. E.**, (2021, June). *The Spanish speaker: The marginalized and hidden victim of disaster*. Invited talk at the 2021 Board on Atmospheric Sciences and Climate Spring Meeting. The National Academies of Sciences, Engineering, and Medicine, Washington, D.C.
- Presentation **Trujillo-Falcón, J. E.**, & Yas, V. (2021, May). *¿When thunder roars go indoors? Spanish-Language resources for National Lightning Safety Awareness Week*. Invited speaker at the 2021 Symposium on Lightning and Lightning Safety Awareness. World Meteorological Organization and Caribbean Meteorological Organization Headquarters Unit.
- Talk **Trujillo-Falcón, J. E.**, & Mayes Boustead, B. (2021, March). *Leadership in any role*. 2021 American Meteorological Society Early Career Leadership Academy.
- Training **Trujillo-Falcón, J. E.** (2020, October). *Communicating risk and crisis: Going beyond the language barrier*. Climate Matters Univision Weathercasters Workshop. Climate Central.
- Presentation **Trujillo-Falcón, J. E.** (2020, March). *The Storm Prediction Center Spanish Language initiative*. NOAA National Severe Storms Laboratory and Scientific Services Division Chief Dialogue Call.
- Presentation **Trujillo-Falcón, J. E.** (2020, January). *The Storm Prediction Center Spanish Language initiative*. American Meteorological Society Annual Meeting Exhibition. National Oceanographic and Atmospheric Administration.
- Panel **Trujillo-Falcón, J. E.**, Eachus, J.D., Macdonald, C., Pieper, C., & Petrun Sayers, E. (2020, January). *Lessons learned from health communication: Considering the weather communication implications of conflicting information and the future of message consistency in the weather enterprise*. 14th Symposium on Societal Applications, 100th American Meteorological Society Annual Meeting, Boston MA.

SERVICE

Professional Service

- 2019 – Present **Chair**, American Meteorological Society (AMS) Committee for Hispanic and Latinx Advancement, a national cohort of 66 scientists representing academia, broadcast networks, public sector, private sector, and students

- 2020 – Present **Board Member**, AMS Board on Representation, Accessibility, Inclusivity, and Diversity. One of 20 voting members that strive to create a platform of leadership, advocacy, and networking for individuals from underrepresented groups in the atmospheric, oceanic, and hydrologic sciences
- 2021 – 2023 **Student Board Member**, AMS Overall Planning Committee for the 103rd Annual Meeting. Appointed directly by the AMS President to lead engagement efforts with diverse student membership across the Society
- 2022 **Session Co-Chair**, Inclusive and Accessible Science: Engaging with Diverse and Underrepresented Communities, 3rd Symposium on Diversity, Equity, and Inclusion, 102nd AMS Annual Meeting
- 2022 **Reviewer**, Weather, Climate, and Society
- 2021 **Reviewer**, Bulletin of the American Meteorological Society
- 2021 **Session Chair**, Comunicación Bilingüe: Spanish Language Efforts in the Weather, Water, and Climate Enterprise, 9th Symposium on the Weather, Water, and Climate Enterprise, 101st AMS Annual Meeting
- 2021 **Session Co-Chair**, Questioning Our Colorful Language: Ongoing Efforts in Social and Behavioral Science Research to Revamp the Storm Prediction Center's Risk Category System, 16th Symposium on Societal Applications, 101st AMS Annual Meeting
- 2020 – 2021 **Student Board Member**, AMS Board on Broadcast Meteorology. Nominated and elected to represent the Spanish-speaking broadcast enterprise
- 2020, 2021 **Award Committee Member**, The AMS Award for Distinguished Science Journalism in the Atmospheric and Related Sciences
- 2020 **Session Co-Chair**, Translating Weather into the Spanish Language. Joint session at the AMS 8th Symposium on the Weather, Water, and Climate Enterprise, 8th Symposium on Building a Weather-Ready Nation, and 48th Conference on Broadcast Meteorology
- 2020 **Award Committee Member**, The AMS Award for Broadcast Meteorology

University Service

- 2020 – Present **Member**, Cooperative Institute for Severe and High-Impact Weather Research and Operations Diversity and Inclusion Committee. Nominated by the CIWRO director, Greg McFarquhar
- 2020 – 2022 **Chair**, Communication Graduate Student Association (CGSA) Diversity, Equity, and Inclusion Committee. Voted among members of CGSA to lead DEI efforts across the OU Department of Communication
- 2021 – 2022 **Search Committee Member**, University of Oklahoma, Risk & Health Communication Tenure-Track Professor
- 2019 – 2021 **Member**, Latinx Graduate Student Association
- 2019 – 2020 **Co-Chair**, CGSA Spring Panel Committee
- 2019 – 2020 **Member**, CGSA Social Committee

Community Service

- 2019 **Founder/Co-Chair**, Texas A&M Latinx Graduation Committee
- 2018 – 2019 **Founder/Vice President**, Texas A&M Community Emergency Response Team
- 2016 – 2018 **President**, Texas A&M League of United Latin American Citizens

STUDENT MENTORSHIP

2022 – 2025	América Gaviria Pabón, CIWRO, Graduate Research Assistant
2022 – 2023	Vanessa Dunham, CIWRO, Undergraduate Research Assistant
2021 – 2022	Eliezer Kraiman, Department of Atmospheric and Oceanic Science, Capstone
2021 – 2022	Juliana Mejia, OU School of Meteorology, Capstone
2021 – 2022	Matthew Miller, OU School of Meteorology, Capstone
2021 – 2022	David Gonzalez, OU School of Meteorology, Capstone

MEDIA EXPOSURE (ENGLISH & SPANISH)

2023, English	Featured in " The US leads the world in weather catastrophes. Here's why, " <i>Associated Press</i> , April 2, 2023.
2023, English	Featured in " Hurricane Ian wrecked southwest Florida. Why weren't there more warnings in Spanish? " <i>Scienceline</i> , February 20, 2023.
2022, English	Featured in " National Weather Service revises Spanish terms for severe storms, " <i>Yale Climate Connections</i> , November 14, 2022.
2022, English	Featured in " Translating Weather Alerts from English to Spanish is Complex and Important, " <i>The Press of Atlantic City</i> , October 10, 2022.
2022, English	Featured in " This Latino meteorologist helped spur Spanish-language changes to weather alerts. Studies show it can save lives. " NBC National News, October 14, 2022.
2022, Spanish	Featured in " Conozca a Joseph Trujillo, el meteorólogo latino que traduce alertas al español y apuesta al bilingüismo para salvar vidas, " <i>Telemundo National News</i> , October 8, 2022.
2022, English	Featured in " CIWRO Research Leads to Improved Storm Forecasts for Spanish Speakers, " <i>The University of Oklahoma</i> , June 29, 2022.
2022, English	Featured in " Bridging the Language Gap for Weather Alerts, " <i>The Weather Channel</i> , June 26, 2022.
2022, Spanish	Featured on-air on story about the process of operationalizing SPC risk categories in Spanish , The Weather Channel En Español, June 2, 2022
2022, Spanish	Featured in " El Tiempo FOX26 Con Lena María: Edición Especial, " <i>FOX 26 Houston</i> , May 20, 2022.
2022, English	Featured in " The Research Behind the Categories: Beyond the Language Barrier, " <i>MyRadar News</i> , May 16, 2022.
2022, English	Featured in " When Dangerous Weather Approaches, The Spanish Translation Problem Looms, " <i>Forbes</i> , May 13, 2022.
2022, English	Featured in " Language-inclusive weather information saves lives, " <i>Currently: A Weather Service</i> , May 9, 2022.
2021, Spanish	Featured in " Meteorólogo "Dreamer" se destaca como líder en la comunidad científica, " <i>Telemundo Washington D.C.</i> October 6, 2021.
2021, English	Featured in " Beyond the translation: How do you convey the gravity of 'tornado warning' in Spanish? " <i>AccuWeather</i> . September 30, 2021.
2021, English	Featured in " ¡Alerta! Variations in Spanish dialects complicate emergency messaging, " <i>The Washington Post</i> . July 24, 2021.
2020, English	Featured in " Translation Please: Improving Spanish Weather Forecasts, " <i>Spectrum News</i> . October 18, 2020.
2020, English	Featured and quoted in " Latinx AMS Committee Pushing for Diversity in Meteorology, " <i>AccuWeather</i> . October 7, 2020.

- 2020, English Research featured in “[NWS Working on Building a Weather-Ready Nation and Spanish Initiative.](#)” *The Fence Post*. October 2, 2020.
- 2020, English Featured in “[Joseph Trujillo, Hispanic Weather Risk Communication Researcher.](#)” *Early Career Climate Network Podcast*. September 29, 2020.
- 2019, English Research quoted in “[I Don’t Have Google Whoever.](#)” *WeatherBrains: The Official Netcast for People Who Love Weather*. December 23, 2019
- 2019, English Research featured in “[WeatherBrains Episode 706.](#)” *WeatherBrains: The Official Netcast for People Who Love Weather*. July 30, 2019.

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Collaborative Institutional Training Initiative, Human Research Curriculum, Social Behavioral Modules (Active)

Community Emergency Response Team Bilingual Trainer (License E/L/G-428)

Community Emergency Response Team (License G-317)

IS-100: Introduction to Incident Command Systems (FEMA)

IS-200: ICS for Single Resources and Initial Action Incidents (FEMA)

IS-700: National Incident Management System (FEMA)

IS-800: National Response Framework (FEMA)

Trained Skywarn Storm Spotter (NOAA)