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| **Robert Prestley** |
| (he/him/his)  National Center for Atmospheric Research  3450 Mitchell Lane, Boulder, CO 80301  prestley@ucar.edu  920-918-1317 |

**Education**

**M.A., Communication, University of Kentucky, 2019**

**Concentrations**: Risk communication, disaster communication, social media

**Thesis**: “It’s Hard to Get Your Head Around Something Like This”: How Broadcast Meteorologists Used Rhetorical Strategies During Hurricane Harvey

**Chair**: Dr. Jeannette Sutton

**B.S., Meteorology, Pennsylvania State University, 2017**

Graduated cum laude

Schreyer Honors College

* Honors thesis: Trust and information during Hurricane Ike

**Professional Experience**

**Associate Scientist – National Center for Atmospheric Research**

Mesoscale and Microscale Meteorology (MMM) Laboratory

Aug 2019 – current

Supervisors: Dr. Rebecca Morss / Dr. Julie Demuth

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| * Associate Scientist III | Jan 2023 - current |
| * Associate Scientist II | Feb 2020 – Jan 2023 |
| * Associate Scientist I/II (Casual) | Aug 2019 – Feb 2020 |

**Graduate Research Assistant – University of Kentucky**

Department of Communication

Aug 2017 – May 2019

Supervisor: Dr. Jeannette Sutton

**Research Intern – NOAA Ernest F. Hollings Internship**

National Weather Service – Louisville, KY

May 2016 – Aug 2016

Supervisor: Ted Funk (Meteorologist-in-Charge)

**Research Intern – Research Experiences for Undergraduates**

Texas A&M University

May 2015 – Aug 2015

Supervisor: Dr. John Nielsen-Gammon

**Peer-reviewed Journal Articles**

Under review

**Prestley, R.**, & Morss, R. E. (under review). Contextualizing disaster phases using social media data: Hurricane risk visualizations during the forecast and warning phase of Hurricane Irma. *Weather, Climate, and Society*.

Morss, R. E., **Prestley, R.**, Bica, M., & Demuth, J. L. (under review). Information dissemination, diffusion, and response during Hurricane Harvey: Analysis of evolving forecast and warning imagery posted online. *Natural Hazards Review*.

Published

**Prestley, R.**, Olson, M. K., Vos, S. C., & Sutton, J. (2020). Machines, monsters, and coffin corners: Broadcast meteorologists’ use of figurative and intense language during Hurricane Harvey. *Bulletin of the American Meteorological Society*, *101*(8), E1329-E1339. <https://doi.org/10.1175/BAMS-D-19-0205.1>.

Sutton, J., Renshaw, S. L., Vos, S. C., Olson, M. K., **Prestley, R.**, Gibson, C. B., & Butts, C. T. (2019). Getting the word out, rain or shine: The impact of message features and hazard context on message passing online. *Weather, Climate, & Society*, *11*, 763-776. <https://doi.org/10.1175/WCAS-D-19-0021.1>.

Olson, M. K., Sutton, J., Vos, S. C., **Prestley, R.**, Renshaw, S. L., & Butts, C. T. (2019). Build community before the storm: The National Weather Service’s social media engagement.  *Journal of Contingencies & Crisis Management*, *27*(4), 359-373. <https://doi.org/10.1111/1468-5973.12267>.

**Conference Presentations**

*\*main speaker/presenter*

2023 **Prestley, R.\***, & Morss, R. E. (Jan 2023). What drives diffusion on Twitter during evolving tropical threats? An analysis of tweet and image forecast content from authoritative sources during Hurricane Irma. American Meteorological Society 103rd Annual Meeting, Denver, CO, USA.

2023 Serr, K., Rogers, P., Deitsch, K., Demuth, J., Schumacher, P. N., **Prestley, R. W.**, & Wirz, C. D. (Jan 2023). How NWS partner use and understand snowfall probabilities: Part II – survey results. American Meteorological Society 103rd Annual Meeting, Denver, CO, USA.

2023 Demuth, J., Fenton, K., Nietfield, D. D., Henderson, J., **Prestley, R.**, Stewart, J. Q., Wandishin, M. S., Wilson, T., & Wirz, C. D. (Jan 2023). When will it start and when will it end? Developing ensemble-based guidance to predict timing for winter and fire weather based on user needs. American Meteorological Society 103rd Annual Meeting, Denver, CO, USA.

2022 Demuth, J., Morss, R., **Prestley, R.**, Wong-Parodi, G., Schumacher, A., Alland, J., Herbert, N., Walpole, H., & Smith, D. (Apr 2022). Wait! That forecast changed? Assessing how people adapt to changing tropical cyclone forecasts over time. 2022 National Hurricane Conference, virtual.

2022 **Prestley, R.\***, & Morss, R. E. (Jan 2022). Anchoring and adjusting during Hurricane Irma: An analysis of Twitter engagement with changing risk information in two Florida metropolitan areas. American Meteorological Society 102nd Annual Meeting, virtual.

2021 **Prestley, R.\***, Morss, R., Demuth, J., Bica, M., & Cannistraci, A. (Dec 2021). Engagement with risk information posted by authoritative sources on Twitter during two evolving hurricane threats in 2017. 2021 Society for Risk Analysis Annual Meeting, virtual.

2021 **Prestley, R.\***, Morss, R. E., Bica, M., & Demuth, J. L. (May 2021). Diffusion of and responses to hurricane risk images posted on Twitter during the 2017 hurricane season. 34th Conference on Hurricanes and Tropical Meteorology, virtual.

2021 **Prestley, R. W.\***, Morss, R. E., Bica, M., & Demuth, J. L. (January 2021). Diffusion of and responses to hurricane risk images posted on Twitter during Hurricane Harvey. American Meteorological Society 101st Annual Meeting, virtual.

2019 **Prestley, R.\***, Olson, M., & Sutton, J. (January 2019). Strategic tactics and language features used by broadcast meteorologists during Hurricane Harvey to describe threat and build resilience. American Meteorological Society 99th Annual Meeting, Phoenix, AZ, USA.

2018 Sutton, J., Olson, M. K., **Prestley, R.**, Renshaw, S. L., Vos, S. C., & Butts, C. T. (November 2018). Build community before the storm: How the National Weather Service uses digital engagement and dialogic strategies on social media. National Communication Association: Applied Communication Division, Salt Lake City, UT, USA.

2018 Sutton, J., Olson, M., **Prestley, R.**, Renshaw, S., Vos, S. C., & Butts, C. T. (January 2018). Social media communication across the weather continuum: Introducing the Social Media Engagement Model for the National Weather Service. American Meteorological Society 98th Annual Meeting, Austin, TX, USA.

**Conference Posters**

2017 Sutton, J., Olson, M., **Prestley, R.**, Renshaw, S., Vos, S. C., & Butts, C. T. (December 2017). Modeling social media engagement across the disaster continuum.  2017 Society for Risk Analysis Annual Meeting, Arlington, VA.

2017 **Prestley, R.**, Steve, R., & Deitsch, K. (January 2017). An analysis of social media services at NWS Louisville to enhance forecast operations and high-impact weather event decision support. American Meteorological Society 97th Annual Meeting, Seattle, WA.

2016 **Prestley, R.**, Steve, R., & Deitsch, K. (September 2016). An analysis of social media services at NWS Louisville to enhance forecast operations and high-impact weather event decision support. National Weather Association Annual Meeting, Norfolk, VA.

2016 **Prestley, R.**, Nielsen-Gammon, J., & Berger, E. (January 2016). Information and trust during Hurricane Ike. American Meteorological Society 96th Annual Meeting, New Orleans, LA.

**Invited Speaker**

2022 Interdisciplinary research on hazards: Analysis of Twitter data during Hurricanes Harvey & Irma. (May 4, 2022). Prediction, Assimilation, and Risk Communication (PARC) Section Meeting.

2022 Interdisciplinary research on hazards: Analysis of Twitter data during Hurricanes Harvey & Irma. (February 23, 2022). MMM Advisory Panel.

2021 Wait, that forecast changed? Understanding how members of the U.S. public access, share, and interpret changing forecast information during evolving tropical cyclone threats, *with J. Demuth*. (April 21, 2021). NOAA Library seminar.

2020 Summary of early Twitter analysis work. (February 5, 2020). National Hurricane Center.

2017 An analysis of social media services at NWS Louisville to enhance forecast operations and high-impact weather event decision support. (March 2, 2017). University of Kentucky.

**Organizational Involvement**

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| Communications Lead – UCAR/NCAR True Colors (LGBTQ+ Employee Resource Group) | 2023 - present |
| Full member – UCAR/NCAR True Colors | 2020 - present |
| Member – UCAR/NCAR Early Career Scientist Assembly | 2020 - present |
| Attended UCAR/NCAR Diversity, Equity, and Inclusion (DEI) Action Summit | 2022 |
| Attended Bystander Intervention and Difficult Conversations training | 2022 |
| Treasurer - Penn State Emergency Management Club | 2014 - 2016 |
| Shift Leader, Forecaster, and On-Air Personality – Penn State Campus Weather Service | 2013 - 2017 |

**Service and Outreach**

Scientific service

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| Peer reviewer for:   * Bulletin of the American Meteorological Society * Weather, Climate, and Society * Natural Hazards * Meteorological Applications * Internal MMM reviewer for colleagues | ongoing |
| Session chair, 18th Symposium on Societal Applications | 2023 |
| Served as student presentation judge for Societal Applications Symposium | 2023, 2021 |

Outreach and engagement

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| Staffed UCAR/NCAR True Colors booth at Longmont Pride | 2023, 2022 |
| Participated in UCAR Communications Media Training | 2023 |
| Quoted in [Scientific American article](https://www.scientificamerican.com/article/twitter-chaos-endangers-public-safety-emergency-managers-warn/) about “Twitter chaos” | 2022 |

**Professional Memberships**

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| American Meteorological Society | 2014 - present |
| Society for Risk Analysis | 2021 - present |

**Teaching Experience**

**Teaching Assistant, Fall 2018**

University of Kentucky

Course: Patient-Provider Communication

**Teaching Assistant, Spring 2018**

University of Kentucky

Course: Mass Media and Culture

**Teaching Assistant, Fall 2017**

University of Kentucky

Course: Introduction to Communication

**Teaching Assistant, Fall 2016**

Pennsylvania State University

Course: Introduction to Micrometeorology

**Honors and Awards**

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| 2nd Place, Oral Presentation - Societal Applications Symposium, 99th American Meteorological Society Annual Meeting | 2019 |
| Outstanding Student Poster Award at American Meteorological Society Annual Meeting | 2017 |
| Earth and Mineral Sciences Academy for Global Experience (EMSAGE) Laureate | 2017 |
| American Meteorological Society Named Scholarship | 2016 |
| Penn State Department of Meteorology Physical Meteorology Award | 2016 |
| Inducted to Chi Epsilon Pi Meteorology Honors Society | 2016 |
| National Weather Association Dr. Roderick A. Scofield Scholarship in Meteorology | 2015 |