

NWA Digital Seal of Approval

Frequently Asked Questions



FAQ

The National Weather Association now offers a new certification program for weather content producers exclusively on the internet. The Digital Seal of Approval may be applied for and earned by webcasters and electronic weather blog writers. Details are available at <http://nwas.org/seal/index.php>

1) Can TV broadcasters also earn the Digital Seal?

A: Generally no. Social media skills and web presence is included as part of a broadcaster's job description. This Seal is specifically designed for those who are not part of a traditional media outlet.

2) Is there an age limit?

A: Yes, a Digital Seal applicant must be at least 21 years old.

3) What if a Digital Seal holder posts inappropriate material?

A: There are remedies included in the published NWA Code of Conduct including reprimand, sanction or expulsion by the NWA, which may disavow the content that does not meet with its standards.

4) How does a Digital Seal holder recertify (every 3 years)?

A: In a process identical to the TV/Radio Seal holder, a total of 10 Continuing Education Units (CEUs) must be earned, with proof sent to the Recertification Chair. A list of the many methods to obtain 10 CEUs is included online at <http://nwas.org/seal/seal-proc-updated.pdf>

5) Who evaluates the applicant's work?

A: A panel of 5 individuals assesses an applicant's webcasts or weather blogs. Each panel consists of two Digital Seal holders, one TV/Radio Seal holder, one meteorology academic and one non-broadcaster meteorologist.

6) Is the exam hard? What kind of questions are there?

A: The NWA written exam consists of 100 multiple choice questions in 7 topics- general meteorology, radar meteorology, satellite meteorology, synoptic meteorology, severe weather , climatology and Technology/Terminology. Each question has 5 choices and the applicant must score at least an 80% to pass.

7) Do I have to be employed by a company with an internet presence in order to apply for the Digital Seal?

A: No.

8) What is the difference between full time and part time?

A: Each applicant must have two years full-time or three years part-time experience. Full-time is defined as four or more postings per week. Part-time is defined as at least one posting per week, but less than full-time. A posting must consist of multimedia webcasts that are about 2-3 minutes in length, or weather blogs with an average word count of at least 300 words to be considered. All web submissions must contain graphics, video or both.

9) How is a “Feature” determined, for the purposes of submitting material?

A: Any webcast or weather blog that either educates the viewer/reader on a specific meteorological fundamental or offers a unique opinion on a timely topic of the day is considered appropriate for submission as a Feature.