

VITA
JACOB RYAN REED, M.S.

Work Address:

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EDUCATION

M.S. Geography, University of Alabama	2017 – 2019
B.S. Geosciences, Mississippi State University	2008 – 2012

PROFESSIONAL EXPERIENCE

Instructor I	
Department of Geosciences, Mississippi State University	2023 – present
Senior Research Scientist	
Weather Applications Group, CFD Research Corporation	2022 – 2023
Instructor	
Department of Geography, The University of Alabama	2019 – 2022
Business Analyst	
Center for Advanced Public Safety, The University of Alabama	2019 – 2021
Graduate Teaching Assistant	
Department of Geography, The University of Alabama	2017 – 2019
Broadcast Meteorologist	
WHNT News 19, Huntsville, Alabama	2014 – 2017
Broadcast Meteorologist	
KAUZ TV, Wichita Falls, Texas	2013 – 2014
Broadcast Meteorologist	
WLBT TV, Jackson, Mississippi	2012 – 2013

PEER-REVIEWED JOURNAL ARTICLES

Reed, J., 2024: “The effect of modifying the Storm Prediction Center Convective Outlook scale on perceived risk level.” *Weather.*, <https://doi.org/10.1002/wea.4599>

Reed, J., S. Jasko, and J. Senkbeil, 2022: “Weather Forecast Semiotics: Public Interpretation of Common Weather Icons.” *Wea. Climate Soc.*, 14 (1), 323-335, <https://doi.org/10.1175/WCAS-D-21-0067.1>.

Reed, J. and J.C. Senkbeil, 2021: “Modifying the Extended Forecast Graphic to Improve Comprehension.” *Wea. Climate Soc.*, 13 (1), 57-66, <https://doi.org/10.1175/WCAS-D-20-0086.1>.

- Senkbeil, J., L. Myers, S. Jasko, **J. Reed**, and R. Mueller, 2020: "Communication and Hazard Perception Lessons from Category Five Hurricane Michael". *Atmosphere*, 11, 804, <https://doi.org/10.3390/atmos11080804>.
- Reed, J.** and J. Senkbeil, 2020: "Perception and Comprehension of the Extended Forecast Graphic: A Survey of Broadcast Meteorologists and the Public." *Bull. Amer. Meteor. Soc.*, 101, E221-E236, <https://doi.org/10.1175/BAMS-D-19-0078.1>
- Senkbeil, J., **J. Reed**, J. Collins, M. Saunders, W. Skeeter, E. Cerrito, S. Chakraborty, and A. Polen, 2019: "Perceptions of hurricane track forecasts in the USA." *Wea. Climate Soc.*, 12 (1), 15-29, <https://doi.org/10.1175/WCAS-D-19-0031.1>
- Senkbeil, J., J. Collins, and **J. Reed**, 2019: "Evacuee Perception of Geophysical Hazards for Hurricane Irma." *Wea. Climate Soc.*, 11, 217-227. <https://doi.org/10.1175/WCAS-D-18-0019.1>
- Senkbeil, J., K. Ellis, and **J. Reed**, 2019: "The influence of tornado activity, impact, memory, and sentiment on tornado perception accuracy among college students." *Atmosphere* 10, 12, 732. <https://doi.org/10.3390/atmos10120732>
- Skeeter, W., **J. Reed**, J. Cissell, R. Islam, and D. Keellings, 2019: "What Can We Do? An Exploratory Study on Undergraduate Student Climate Change Perceptions." *Geographical Bulletin*. 60-2, 149-161. <http://gammathetaupsilon.org/the-geographical-bulletin/2010s/volume60-2/article4.pdf>

FUNDED RESEARCH

Title: Developing the Drought Risk Overview Product (DROP): Improving Flash Drought Forecasts and Early Warning Using Machine Learning and Extreme Value Theory Techniques

Role: PI

Type: Past

Source of Support: NOAA

Location of Project: CFD Research Corporation, Huntsville, Alabama

Total Award Amount: \$174,983

Title: Collaborative Research: Human Behavior Before, During, and After Severe Weather Events: In Situ Observations in the U.S. Southeast

Role: Co-PI

Type: Past

Source of Support: NOAA

Location of Project: University of Alabama, Tuscaloosa

Total Award Amount: \$300,000

Title: Collaborative Research: Real-Time, In Situ Observation of Human Behavior and the Use of Probabilistically-Derived Guidance Among Publics in the U.S. Southeast

Role: Co-PI

Type: Past

Source of Support: NOAA

Location of Project: University of Alabama, Tuscaloosa

Total Award Amount: \$300,000

AWARDS AND CERTIFICATIONS

Outstanding Research by a Master's Student University of Alabama Graduate School, University of Alabama	2019
Outstanding Research by a Master's Student College of Arts and Sciences, University of Alabama	2019
National Weather Association Television Seal of Approval National Weather Association	2015

CONFERENCE PRESENTATIONS

22nd Southeast Severe Storms Symposium, Starkville, MS. "Out with the Old? Modifying the Storm Prediction Center Convective Outlook" (March 2024)

102nd American Meteorological Society Annual Meeting. "Results from a Virtual, In Situ Study of Real-Time Household Behavior before, during, and after Severe Weather in the U.S. Southeast: What People Know, What They Say, and What They Do" (January 2022)

46th Annual National Weather Association Conference, Tulsa, OK. "Partly Cloudy Medium Rain Day Lightning: How the Public Interprets Weather Icons" (August 2021)

101st American Meteorological Society Annual (Virtual) Meeting. "Partly Cloudy Medium Rain Day Lightning: How the Public Interprets Weather Icons" (January 2021)

44th Annual National Weather Association Conference, Huntsville, AL. "Public Perception and Comprehension of the Extended Forecast Graphic in Television Weather Broadcasts" (September 2019)

17th Southeast Severe Storms Symposium, Starkville, MS. "Public Perception and Comprehension of the Extended Forecast Graphic in Television Weather Broadcasts" (March 2019)

99th American Meteorological Society Annual Meeting, Phoenix, AZ. "PoP Problem: Understanding Public Perception and Confusion" (January 2019)

SERVICE

Alabama Science Olympiad
National Speech and Debate Association
Mississippi State University Speech and Debate Team
Weather, Climate, and Society Reviewer

COURSES TAUGHT

GR 4990 Introduction to Python for the Geosciences: Data Analysis and Visualization
GR 1133 Weather and Climate
GR 1131 Weather and Climate Laboratory
GR 1113 Physical Geography

GY 101 Atmospheric Processes and Patterns
GY 101 Atmospheric Processes and Patterns Laboratory
GY 102 Earth Surface Processes