

JOSEPH E. TRUJILLO FALCÓN

120 David L. Boren Blvd., Norman, OK 73072 · joseph.trujillo@noaa.gov · josephtrujillofalcon.com

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
---	---	--

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 U.S.
Source: NOAA Office of Atmospheric Research (VORTEX-USA)
Total Funding: \$841,463

University Funding

- 2023 – 2024
(Pending) **Principal Investigator**
Project: Implementing a National Weather Translation Program through Artificial Intelligence, GIS, and Risk Communication
Source: CIWRO Director’s Directed Research Fund
Total Funding: \$18,250
- 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 **Outstanding Graduate Student of the Year**, for excellence in advocacy, promotion, and engagement with the Latinx community through research and service, Office of Student Life, University of Oklahoma
- 2023 **Josh Lee Memorial Award**, for outstanding 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 Medallion**, for excellence, originality, and depth of knowledge in final thesis, Texas A&M University

PUBLICATIONS

Peer-Reviewed

11. (IF=3.169) **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*.
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. (2023, in press). Cross-sector collaboration for effective risk communication: A case study of SPC risk categories and colors in Spanish. *Weather and Forecasting*. Accepted.
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/IZNOVA>.
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 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 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. Gavia 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

- Panel **Trujillo-Falcón, J. E.** (2023, April). *Communicating risk in a changing climate*. Invited Panelist at the Southeast Climate Adaptation Science Center, North Carolina State University, Virtual.
- Lecture **Trujillo-Falcón, J. E.** (2023, February). *Breaking the language barrier: Advances in bilingual disaster communication*. 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 importance of providing bilingual weather alerts when severe storms approach.”](#) *Accuweather*. April 24, 2023
- 2023, Spanish Featured in [“AP Explica: EE.UU. lidera al mundo en catástrofes climáticas,”](#) *Associated Press En Español*. April 2, 2023.
- 2023, English Featured in [“The US leads the world in weather catastrophes. Here’s why,”](#) *Associated Press*. April 2, 2023.
- 2023, English Featured in [“An Oklahoma researcher is improving Spanish-language weather alerts across the country,”](#) *Tulsa World*. March 29, 2023
- 2023, English Featured in [“Hurricane Ian wrecked southwest Florida. Why weren’t there more warnings in Spanish?”](#) *Scienceline*. February 20, 2023.
- 2022, Spanish Featured in [“Un investigador ayuda a los hispanohablantes de EE.UU. a comprender mejor los avisos meteorológicos que salvan vidas,”](#) *Yale Climate Connections*. December 20, 2022
- 2022, English Featured in [“National Weather Service revises Spanish terms for severe storms,”](#) *Yale Climate Connections*. November 14, 2022.
- 2022, English Featured in [“Translating Weather Alerts from English to Spanish is Complex and Important,”](#) *The Press of Atlantic City*. 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,”](#) *Telemundo National News*, October 8, 2022.
- 2022, English Featured in [“Is Colorado using the right weather words when it’s time for an “alerta”?”](#) *The Colorado Sun*. October 4, 2022.

2022, English Featured in “[New research backs improved translations of weather forecasts for U.S. Spanish speakers](#),” *NOAA HQ Public Relations*. September 22, 2022

2022, English Featured in “[CIWRO Research Leads to Improved Storm Forecasts for Spanish Speakers](#),” *The University of Oklahoma*. June 29, 2022.

2022, English Featured in “[Bridging the Language Gap for Weather Alerts](#),” *The Weather Channel*. 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 Maria: Edición Especial](#),” *FOX 26 Houston*. May 20, 2022.

2022, English Featured in “[The Research Behind the Categories: Beyond the Language Barrier](#),” *MyRadar News*. May 16, 2022.

2022, English Featured in “[When Dangerous Weather Approaches, The Spanish Translation Problem Looms](#),” *Forbes*. May 13, 2022.

2022, English Featured in “[Language-inclusive weather information saves lives](#),” *Currently: A Weather Service*. May 9, 2022.

2021, Spanish Featured in “[Meteorólogo “Dreamer” se destaca como líder en la comunidad científica](#),” *Telemundo Washington D.C.* October 6, 2021.

2021, English Featured in “[Beyond the translation: How do you convey the gravity of ‘tornado warning’ in Spanish?](#)” *AccuWeather*. September 30, 2021.

2021, English Featured in “[¡Alerta! Variations in Spanish dialects complicate emergency messaging](#),” *The Washington Post*. July 24, 2021.

2020, English Featured in “[Translation Please: Improving Spanish Weather Forecasts](#),” *Spectrum News*. October 18, 2020.

2020, English Featured and quoted in “[Latinx AMS Committee Pushing for Diversity in Meteorology](#),” *AccuWeather*. 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.

2019, English Featured in “[Aggie’s Weather Radio Show Helped Local Community Be Weather-Aware](#),” *Texas A&M Today*. May 16, 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)

