

# JOSEPH E. TRUJILLO FALCÓN

120 David L. Boren Blvd., Suite 3111, Norman, OK 73072 · joseph.trujillo@noaa.gov · [josephtrujillofalcon.com](http://josephtrujillofalcon.com)

<b>Graduate Research Assistant,</b> Cooperative Institute for Severe and High-Impact Weather Research and Operations	<b>The Award for Early-Career Professional Achievement,</b> American Meteorological Society (AMS)	<b>2x Telly Award-Winning Bilingual Meteorologist,</b> MyRadar and ACME AtronOmatic, LLC
---	---	--

## EDUCATION

---

June 2024 (Expected)	<b>Doctor of Philosophy in Communication,</b> Emphasis on Environmental Disasters, Severe Weather, and Atmospheric Science University of Oklahoma, Norman, OK Chairs: Dr. Justin Reedy and Dr. Ioana Cionea Dissertation: “Reimagining Bilingual Risk Communication Practices through Wireless Emergency Alerts En Español”
2021	<b>Master of Arts in Communication</b> University of Oklahoma, Norman, OK
2019	<b>Bachelor of Science in Meteorology,</b> Minor in Communication Texas A&M University, College Station, TX Chair: Dr. Charles Conrad Thesis: “A Natural, Manmade Disaster: How Houston’s Public Policy and Economy became the Booming Culprits of the 21st Century”
2019	<b>Bachelor of Arts in Spanish</b> Texas A&M University, College Station, TX

## RESEARCH EXPERIENCE

---

2019 – Present	<b>Graduate Research Assistant</b> Cooperative Institute for Severe and High-Impact Weather Research and Operations (CIWRO), University of Oklahoma, Norman, OK  <u>Dual Appointment with Two Federal Agencies:</u> NWS Storm Prediction Center (SPC), Norman, OK Supervised by Dr. Patrick Marsh, Chief of Science Support Branch <ul style="list-style-type: none"><li>• Lead a nationwide initiative among social scientists, government meteorologists, broadcast meteorologists, emergency managers, and linguistic experts to develop research-driven risk communication products in Spanish for the NWS SPC</li><li>• Co-Principal Investigator on a three year National Oceanic and Atmospheric Administration (NOAA) grant that seeks to better understand how U.S. Spanish speakers receive, understand, and respond to disasters through national surveys and fieldwork</li></ul>
----------------	---

- NOAA National Severe Storms Laboratory (NSSL), Norman, OK  
Supervised by Dr. Kodi Berry, NSSL Lead Meteorologist and Program Lead
- Assist with logistics and research associated with next-generation warning prototype technology being co-produced with practitioners at NOAA's Hazardous Weather Testbed
  - Conduct qualitative interviews in the aftermath of a disaster with members of the public and emergency practitioners to better understand the risk communication system in a community

- 2018 – 2019     **Undergraduate Research Assistant**  
Department of Communication, Texas A&M University, College Station, TX  
Supervised by Dr. Charles Conrad, Senior Professor
- Studied how organizations contributed to cascading disasters before, during, and after Hurricane Harvey made landfall in Houston, TX
  - Wrote an honors undergraduate thesis and presented an oral presentation at the 99<sup>th</sup> AMS Annual Meeting

- 2015 – 2018     **Undergraduate Research Assistant**  
Dept. of Atmospheric Sciences, Texas A&M University, College Station, TX  
Supervised by Dr. Timothy Logan, Assistant Professor
- Evaluated how synoptic conditions affected aerosol trajectories using MATLAB, Python, and IDL
  - Presented research at the 98<sup>th</sup> AMS Annual Meeting and wrote reports for the principal investigator

**PROFESSIONAL EXPERIENCE**

---

- 2022 – Present     **Digital Bilingual Meteorologist**  
MyRadar and ACME AtronOmatic, LLC, Orlando, FL
- Serve as the platform's risk communication expert and provide safety recommendations in English and Spanish to over 50 million users.
  - Produce and create content in Spanish for MyRadar mobile app, social media platforms, and websites using WSI Max and CapCut

- 2020 – Present     **Multimedia Assistance in Spanish Team Member**  
National Weather Service (NWS), Norman, OK
- Assist in projects that focus on Spanish-language terminology standardization and operations for the NWS
  - Coordinate social science research efforts with the NWS, NOAA Cooperative Institutes, and the NWS SPC

- 2017 – 2019     **On-Air Bilingual Meteorologist**  
Brazos Digital Media, 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 Latinx community through community events, charity drives, and school visits to bilingual schools

- 2017 – 2019     **Media Technician**  
College of Geosciences, Texas A&M University, College Station, TX
- Shot, produced, and edited lectures for the online Masters of Geography, Information Systems, and Technology program.
  - Provided IT support for faculty operating the online graduate program
- 2018            **Broadcast Meteorology Intern**  
KVUE-TV, owned by Tegna Inc., Austin, TX
- Designed and produced weather graphics on WSI for on-air presentation and for KVUE.com
  - Automated weather stations and websites to send data to computers and created an innovative map for TEGNA stations nationwide
- 2018            **Communications and Marketing Intern**  
City of Austin, Austin Resource Recovery, Austin, TX
- Chartered a community program, [RE]Move and [RE]Use, that focuses on connecting local reuse organizations with students at the University of Texas that are moving out after the semester
  - Analyzed surveys from residents to propose changes in the program
- 2016            **Weather Intern**  
KBTX-TV, owned by Gray Digital Media, College Station, TX
- Assisted with multimedia projects and practiced forecasting skills
  - Recorded a demo reel in English and Spanish
- 2015 – 2016    **Bilingual Weather and News Intern**  
KXAS-TV and KXTX-TV, owned by NBCUniversal, Fort Worth, TX
- Created automated graphics for meteorologists through TruVu Max and helped with field producing
  - Worked with the assignment desk to gather ideas for the evening shows and set up interviews with public figures if needed

**PUBLICATIONS**

---

Peer-Reviewed: 5 lead author; 9 co-author

*Impact Factor (IF) is based on 2021 Metrics from the Journal Citation Reports*

**\* Indicates Student Co-Authors**

14.            Thomas, A. S., Schlickman, E. E., & **Trujillo-Falcón, J. E.** (Under Review).  
(IF= 6.39)            Before the flames: California residents’ awareness of fire weather warnings and personal preparation around wildfire. *Safety Science*.
13.            **Trujillo-Falcón, J. E.**, Montgomery-Vestecka, G., & Dunham, V\*. (Under  
(IF= 3.02)            Review). Weather salience among Spanish-Speaking populations in the United States: Evidence for culturally competent communication. *Weather, Climate, and Society*.

12. (IF= 9.12) Klockow-McClain, K. E., Wagner, M., Sharpe, J., Boettcher, J., **Trujillo-Falcón, J. E.**, Clark, A. J., Burke, P. C., Skinner, P., Calhoun, K M., Obermeier, H., Kuster, C., Brooks, H., Krocak, M., Gallo, B. T., Wilson, K. A., Kim, J., Shivers-Williams, C., Ernst, S., Gerard, A., & Berry, K. (Under Review). How the National Severe Storms Laboratory evolved its research programs to embrace social science and better address the needs of society. *Bulletin of the American Meteorological Society*.
11. (IF=4.20) **Trujillo-Falcón, J. E.**, Gaviria Pabón, A. R., Reedy, J. & Klockow-McClain, K. E. (2024). Systemic vulnerabilities in Hispanic and Latinx immigrant communities led to the reliance on an informal warning system in the December 10-11, 2021 tornado outbreak. *Natural Hazards Review*, Advanced online publication. <https://doi.org/10.1061/NHREFO/NHENG-1755>.
10. (IF=3.02) Obermeier, H. B., Berry, K. L., & **Trujillo-Falcón, J. E.** (2023). Understanding broadcast meteorologists' current and future use of severe weather watches, warnings and Probabilistic Hazard Information. *Weather, Climate, and Society*. Advanced online publication. <https://doi.org/10.1175/WCAS-D-23-0013.1>.
9. (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). Hispanic and Latinx academics and researchers in the atmospheric sciences: The people, the challenges, and the future. *Bulletin of the American Meteorological Society*, 104(7), 1290-1313, <https://doi.org/10.1175/BAMS-D-22-0075.1>.
8. (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). Assessing public interpretation of original and linguist-suggested SPC risk categories in Spanish. *Weather and Forecasting*, 38(7), 1095-1106, <https://doi.org/10.1175/WAF-D-22-0110.1>.
7. (IF= 2.00) 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). Centering equity in the Nation's weather, water, and climate services. *Environmental Justice*. Advanced online publication. <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= 5.35) 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.**, & 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

2. Orr, M. Cook, J., Borth, A., Sublette, S., Maibach, E., Lewandowsky, S., Lindmeier, & **Trujillo-Falcón, J. E.** (2022). *Climate myth debunking for broadcast meteorologists*. George Mason Center for Climate Change Communication. Report. <https://www.climatechangecommunication.org/wp-content/uploads/2022/01/Climate-Myth-Debunking-for-Broadcast-Meteorologists.pdf>.
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.

#### RESEARCH IN PROGRESS

6. **Trujillo-Falcón, J. E.**, and Coauthors. (Manuscript Preparation). From binary to bilingual: How the National Weather Service is training Artificial Intelligence to address language inequities. *Artificial Intelligence for the Earth Systems*.
5. **Trujillo-Falcón, J. E.** (Chapter Writing). Nuances of multilingual communication. In K. K. Stephens & K. Faust (Eds.), *The handbook of infrastructure communication*. Wiley.
4. **Trujillo-Falcón, J. E.**, Negrón-Hernández, K., Bermúdez, O., Morales, E., Gaviria Pabón, A. R., Ripberger, J., Bozeman, M., Eosco, G., Brennan, M., & Sprague-Hildebrand, J. (Manuscript Preparation). The history and future of Spanish weather research and operations across NOAA and the NWS. *Bulletin of the American Meteorological Society*.
3. **Trujillo-Falcón, J. E.**, Meeks, L., Hubbard, C. G., Kopcki, A., & Placky, B. W. (Data Analysis). El cambio climático en televisión: A national survey of bilingual broadcast meteorologist climate change reporting practices. *Climatic Change*.
2. Llewellyn, L. E., **Trujillo-Falcón, J. E.**, Bozeman, M., & Fagin, T. (Data Collection). Using Geographic Information Systems to identify Limited English Proficiency communities across NWS warning areas. *Journal of Operational Meteorology*.
1. **Trujillo-Falcón, J. E.**, Sutton, J., Gaviria Pabón, A. R., & Reedy, J. (Data Collection). Wireless Emergency Alerts in Spanish: Benefits and proposed improvements. *Journal of Applied Communication Research*.

## GRANT FUNDING AND CONTRACTS

---

### External Funding

- 2024  
(Pending) **Collaborator** (PI: Stefan Rahimi, Boniface Fosu, Zachary Lebo, Martha Inouye, and John Harris)  
Project: Improving resilience to shifting extreme weather hazards in disproportionately affected communities through education on climate modeling, uncertainty, and systems thinking  
Source: National Science Foundation (EPSCoR RII Track-2 FEC)  
Total Funding: \$6,000,000
- 2024  
(Pending) **Co-Principal Investigator** (PI: Aaron Price)  
Project: Meteorology y Meteorología: The Same Skies through Different Eyes (The AMS Glossary en Español)  
Source: National Science Foundation (AISL)  
Total Funding: \$1,239,227
- 2023 – 2026  
(Accepted) **Collaborator** (PIs: Jen Henderson, Erik Nielsen; Co-PI: Rodolfo Hernández)  
Project: Hurricane Naming Conventions and Bilingual Audiences: Characterizing Spanish Speaking Broadcast Meteorologists' Challenges Communicating Multiple Hazards in Landfalling Tropical Cyclones  
Source: NOAA Office of Atmospheric Research (SBES)  
Total Funding: \$480,000
- 2022 – 2025  
(Accepted) **Co-Principal Investigator** (PI: Justin Reedy; Co-PIs: Joseph Ripberger, Kim Klockow-McClain)  
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  
(Not Funded) **Principal Investigator** (Co-PI: Justin Reedy)  
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

### Internal Funding

- 2023 – 2024  
(Accepted) **Principal Investigator** (Co-PIs: Todd Fagin and Monica Bozeman)  
Project: Implementing a National Weather Translation Program through Artificial Intelligence, Geographic Information System, and Risk Communication  
Source: CIWRO Director's Directed Research Fund  
Total Funding: \$18,250
- 2022 – 2023  
(Accepted) **Principal Investigator** (Co-PI: Gretchen Montgomery)  
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 Recipient**  
Program: AMS Summer Policy Colloquium  
Source: National Science Foundation  
Total Funding: \$7,000

Contract

2023  
(Accepted) **Principal Investigator**  
Project: AMS Glossary of Meteorology in Spanish (Pilot)  
Source: American Meteorological Society  
Total Funding: \$500,000

**TEACHING EXPERIENCE**

---

Academic Appointments

2022 **Voluntary Teaching Assistant**  
COMM 3563: Risk and Crisis Communication, University of Oklahoma

- Assisted Dr. Justin Reedy with teaching an undergraduate class comprising 30 undergraduate students
- Led lectures throughout the year that focused on disaster communication and climate change deliberation forums

2019 – 2021 **Graduate Teaching Assistant**  
COMM 1113: Introduction to Communication, University of Oklahoma

- Taught an introductory discussion section each semester of ~30 undergraduate students
- Graded assignments, set deadlines, and worked with the course instructor to facilitate curriculum

2019 **Undergraduate Teaching Assistant**  
COMM 446H: Organizations and Society

- Developed lesson plans and interactive activities for the course
- Led lectures involving environmental policy and climate communication

Invited Guest Lectures

2024 **University of Oklahoma, METR 1003: Intro to Atmospheric Sciences**  
Invited by: Chenghao Wang, Asst. Professor, Undergraduate Class of 30  
Topic: The Intersection of Meteorology and Social Science



- 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, 2024 **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, 2024 **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 596: Risk Communication**  
Invited By: Dr. Jeannette Sutton, Associate Professor, 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

### **STUDENT ADVISING AND MENTORSHIP**

---

- 2023 – Present Alexis Rodríguez, NWC Research Experience for Undergraduates, Mentee, Western Kentucky University
- 2022 – 2023 Vanessa Dunham, CIWRO Undergraduate Research Assistant, The University of Oklahoma  
Now: SOARS Protégé, University Corporation for Atmospheric Research  
Nationally recognized under my mentorship: 1<sup>st</sup> Place Undergraduate Research Presentation at the National Weather Association Conference
- 2021 – 2022 Eliezer Kraiman, Senior Thesis Mentor, University of Maryland Department of Atmospheric and Oceanic Science
- 2021 – 2022 Juliana Mejia, Undergraduate Capstone Mentor, OU School of Meteorology  
Now: Bilingual Meteorologist, WINK News  
Nationally recognized under my mentorship: 4<sup>th</sup> Place Student Presentation (including graduate students) at the AMS 6<sup>th</sup> Conference on Weather Warnings and Communication

- 2021 – 2022 Matthew Miller, Undergraduate Capstone Mentor, OU School of Meteorology  
Now: Graduate Student, Texas Tech University  
*Nationally recognized under my mentorship: 4<sup>th</sup> Place Student Presentation (including graduate students) at the AMS 6<sup>th</sup> Conference on Weather Warnings and Communication*
- 2021 – 2022 David Gonzalez, Undergraduate Capstone Mentor, OU School of Meteorology  
Now: Bilingual Weather Producer, The Weather Channel En Español  
*Nationally recognized under my mentorship: 4<sup>th</sup> Place Student Presentation (including graduate students) at the AMS 6<sup>th</sup> Conference on Weather Warnings and Communication*

## HONORS and AWARDS

### National Recognition

- 2023 **Outstanding Achievement in Research**, “for groundbreaking work in bilingual risk communication and instrumental role in transforming the way weather information is disseminated across the NWS,” CIWRO
- 2023 **1<sup>st</sup> Place Research Presentation**, on empirical research exploring whether U.S. Spanish speakers prefer probabilistic information in weather and climate contexts, 48<sup>th</sup> National Weather Association Annual Meeting
- 2023 **Top Paper Panel, Latina/o Communication Studies Division**, on work relating to immigrant disaster vulnerability, National Communication Association
- 2023 **Telly Award (2x)**, for Spanish-language educational stories on how to stay safe against rip currents and high UV indices for the MyRadar weather application
- 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 **1<sup>st</sup> Place Research Presentation**, for research on immigrant disaster inequity, 6<sup>th</sup> AMS Conference on Weather Warnings and Communication
- 2022 **1<sup>st</sup> Place Research Presentation**, for social science research with broadcast meteorologists, 46<sup>th</sup> National Weather Association Annual Meeting
- 2022 **3<sup>rd</sup> Place Research Presentation**, for bilingual weather warning research, 17<sup>th</sup> Symposium on Societal Applications, 102<sup>nd</sup> AMS Annual Meeting
- 2021 **David Sankey Minority Award in Meteorology**, National Weather Association Foundation

- 2021 **1<sup>st</sup> Place Research Presentation**, for groundbreaking bilingual risk communication research, 16<sup>th</sup> AMS Symposium on Societal Applications
- 2021 **2<sup>nd</sup> Place Research Presentation**, for social science work on next-generation technology, 11<sup>th</sup> AMS Conference on Transition of Research to Operations
- 2019 **Honorable Mention**, for organizational communication research in Hurricane Harvey, 14<sup>th</sup> AMS Symposium on Societal Applications
- 2017 **National Community Service Project of the Year**, for service to the local immigrant population of TAMU, League of United Latin American Citizens

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 mass and political 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
- 2018 **Campus Impact Award**, for raising awareness of immigrant rights through the League of United Latin American Citizens, Texas A&M University

INVITED RESEARCH TALKS, PANELS, AND PRESENTATIONS

*37 Overall, Includes 4 Keynotes; 1 College-wide Lecture; 5 Government Briefings; 7 Panels; 20 Talks*

- Talk **Trujillo-Falcón, J. E.** (2024, May). *Undocumented immigrant disparity in extreme weather events*. Disaster Displacement Disparities and Undocumented Migrants Workshop. University of California Irvine Latino Politics & Policy Initiative, Irvine, CA.
- Talk **Trujillo-Falcón, J. E.** (2024, January). *Vulnerabilities among multilingual and immigrant populations during tropical cyclones*. Advancing Risk Communication with Decision-Makers for Extreme Tropical Cyclones Workshop. The National Academies of Sciences, Engineering, and Medicine, Washington, D.C.

- Talk **Trujillo-Falcón, J. E.** (2024, January). *Connecting Skies and Society: Empowering Underserved Populations through Social Science Research*. 23<sup>rd</sup> Annual Student Conference, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
- Talk **Trujillo-Falcón, J. E.** (2023, December). *Communicating weather and climate en español*. North Texas Local Chapter of the AMS and National Weather Association, Fort Worth, TX.
- Faculty Job Talk **Trujillo-Falcón, J. E.** (2023, November). *Breaking the language barriers through multilingual weather and climate communication*. Faculty Job Talk, University of Illinois Urbana-Champaign Department of Journalism, Champaign, IL.
- Keynote **Trujillo-Falcón, J. E.** (2023, November). *The melting pot paradox: Ensuring equitable response for all New Yorkers*. Northeast Regional Operations Workshop, NWS Albany Weather Forecast Office, Albany, NY.
- Talk **Trujillo-Falcón, J. E.** (2023, October). *By the community, for the community: The past and future of the AMS Committee for Hispanic and Latinx Advancement*. Latinos@NOAA Employee Resource Group, NOAA, Virtual.
- Panel **Trujillo-Falcón, J. E.**, Lubell, K., Hudson-Doyle, E., Hall, L., & Shufro, N. (2023, July). *Shifting perspectives in inclusive risk communication*. Natural Hazards Center Workshop, Broomfield, CO.
- Keynote **Trujillo-Falcón, J. E.** (2023, May). *A reflexive journey: The scientist within*. AMS Early Career Leadership Academy, Phoenix, AZ.
- Briefing Llewellyn, L. E., & **Trujillo-Falcón, J. E.** (2023, May). *Using GIS to advance multilingual NWS services*. NOAA/NWS Headquarters Leadership Briefing, Virtual.
- Panel **Trujillo-Falcón, J. E.** (2023, April). *Communicating risk in a changing climate*. 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*. 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, 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
- Plenary Panel 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*. 103<sup>rd</sup> AMS Annual 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*. 22<sup>nd</sup> Annual Student Conference, 103<sup>rd</sup> AMS 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, 103<sup>rd</sup> AMS 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*. NWS 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 2021 quad-state tornado outbreak*. NWS, Paducah Weather Forecast Office, Virtual.
- Talk **Trujillo-Falcón, J. E.** (2022, July). *The December 10, 2021, quad-state tornado outbreak overview: NOAA NSSL and OU-CIWRO Behavioral Insights Unit*. World Weather Research Program Value Chain, 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 **Trujillo-Falcón, J. E.** (2022, April). *Diversity, equity, inclusion, and accessibility in the weather, water, and climate enterprise*. AMS 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*. 2<sup>nd</sup> Annual Disaster Preparedness, Response, Innovation, Mitigation, and Recovery Conference, Denton, TX.

- Keynote **Trujillo-Falcón, J.E.** (2022, January). *An extraordinary but not uncommon life*. Early Career Award Winner Fireside Chat. 102<sup>nd</sup> AMS 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., & Woods 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*. 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, Virtual.
- Talk **Trujillo-Falcón, J. E.**, & Mayes Boustead, B. (2021, March). *Leadership in any role*. 2021 AMS Early Career Leadership Academy, Virtual.
- Talk **Trujillo-Falcón, J. E.** (2020, October). *Communicating climate change: Going beyond the language barrier*. Climate Matters Univision Weathercasters Workshop. Climate Central, Virtual.
- 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, Virtual.
- Presentation **Trujillo-Falcón, J. E.** (2020, January). *The Storm Prediction Center Spanish Language initiative*. AMS Annual Meeting Exhibition. National Oceanographic and Atmospheric Administration, Boston, MA.

- 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*. 14<sup>th</sup> Symposium on Societal Applications, 100<sup>th</sup> AMS Annual Meeting, Boston, MA.

## ORAL PRESENTATIONS AT SCHOLARLY CONFERENCES

---

**\*\* Indicates Lead Presenter: 26 presentations, 7 of them won national awards**

**\* Indicates Student Co-Authors**

- 46.\*\* **Trujillo-Falcón, J. E.**, Sutton, J., Gaviria Pabón, A. R., Reedy, J. (2024, January). *Wireless Emergency Alerts in Spanish: Benefits and opportunities for improvement*. 2<sup>nd</sup> Symposium on the Future of Weather, Forecasting, and Practice, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
45. Bozeman, M. L., and **Coauthors**. (2024, January). *How the NWS is training Artificial Intelligence to address language accessibility gaps in weather information*. 2<sup>nd</sup> Symposium on the Future of Weather, Forecasting, and Practice, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
44. Llewellyn, L. E., **Trujillo-Falcón, J. E.**, Bozeman, M. L., and Fagin, T. D. (2024, January). *Diving into the linguistic melting pot: Using GIS to Identify Limited English Proficiency communities across NWS warning areas*. 2<sup>nd</sup> Symposium on the Future of Weather, Forecasting, and Practice, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
43. Reedy, J. R., **Trujillo-Falcón, J. E.**, and A. R. Gaviria Pabón. (2024, January). *Paths for understanding weather hazards and warnings: Socialization of Spanish-speaking immigrants to weather communication in the U.S.* 19<sup>th</sup> Symposium on Societal Applications, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
- 42.\*\* **Trujillo-Falcón, J. E.**, Reedy, J., Gaviria Pabón, A. R., & Klockow-McClain, K. E. (2023, November). *Systemic vulnerabilities in Hispanic and Latinx immigrant communities led to the reliance of an informal warning communication system in the December 10-11, 2021 tornado outbreak*. 109<sup>th</sup> National Communication Association Annual Meeting, National Harbor, MD. **(Top Paper Panel)**
41. Dunham, V.\*, **Trujillo-Falcón, J. E.** (2023, September). *Advancing risk communication through a national survey of Hispanic and Latinos in the United States*. 48<sup>th</sup> National Weather Association Annual Meeting, Kansas City, MO. **(1<sup>st</sup> Place Undergraduate Research Presentation)**
- 40.\*\* **Trujillo-Falcón, J. E.** (2023, September). *Probabilistic information: Is it useful for bilingual speakers?* 48<sup>th</sup> National Weather Association Annual Meeting, Kansas City, MO. **(1<sup>st</sup> Place Graduate Research Presentation)**

39. Obermeier, H., Berry, K. L., & **Trujillo-Falcón, J. E.** (2023, June). *Seven years of testing experimental NOAA severe weather products with broadcast meteorologists*. 50<sup>th</sup> AMS Conference on Broadcast Meteorology, Phoenix, AZ.
38. Dunham, V. \*, **Trujillo-Falcón, J. E.**, and Montgomery-Vestecka, G. (2023). *Weather en español: How do Spanish speakers seek and respond to weather information?* 21<sup>st</sup> Southeast Severe Storms Symposium, Starkville, MS.
- 37.\*\* **Trujillo-Falcón, J. E.** (2023, January). *FACETs en español: Ensuring an effective, equitable response*. Special Symposium on Forecasting a Continuum of Environmental Threats (FACETs), 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
- 36.\*\* **Trujillo-Falcón, J. E.**, Montgomery, G., Dunham, V.\*, Mejía, J.\*, & Miller, M.\* (2023, January). *Measuring weather salience in U.S. Spanish-speaking communities*. 18<sup>th</sup> Symposium on Societal Applications, 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
- 35.\*\* **Trujillo-Falcón, J. E.** (2023, January). *Reimagining survey methodology to better serve U.S. Hispanic and Latinx communities*. 18<sup>th</sup> Symposium on Societal Applications, 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
34. 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), 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
33. 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*. 4<sup>th</sup> Symposium on Diversity, Equity, and Inclusion, 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
32. 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*. 18<sup>th</sup> Symposium on Societal Applications, 103<sup>rd</sup> AMS Annual Meeting, Denver, CO.
- 31.\*\* **Trujillo-Falcón, J. E.** (2022, November). *Expanding beyond ethnicity: Best practices for surveying U.S. Hispanic and Latinx Communities in Disaster Contexts*. 108<sup>th</sup> National Communication Association Annual Convention, New Orleans, LA.



30. Obermeier, H., Berry, K. L., Klockow, K., Manross, S. K., & **Trujillo-Falcón, J. E.** (2022, October). *Broadcast meteorologists and Threats-in-Motion development: Communicating uncertainties with a rapidly updating warning polygon*. 30<sup>th</sup> AMS Conference on Severe Local Storms, Santa Fe, NM.
- 29.\*\* **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 47<sup>th</sup> Annual Meeting, Pittsburgh, PA.
28. DeWinter, T., **Trujillo-Falcón, J. E.**, Klockow-McClain, K., Obermeier, H., & Berry, K. (2022, August). *Impacts of uncertainty on end-users communicating Threats-In-Motion*. National Weather Association 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*. 6<sup>th</sup> Conference on Weather Warnings and Communications, AMS, 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*. 6<sup>th</sup> Conference on Weather Warnings and Communications, AMS, Milwaukee, WI. (**4<sup>th</sup> 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*. 6<sup>th</sup> Conference on Weather Warnings and Communications, AMS, Milwaukee, WI. (**1<sup>st</sup> 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*. 49<sup>th</sup> Conference on Broadcast Meteorology, AMS, 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*. 3<sup>rd</sup> Symposium on Diversity, Equity, and Inclusion, 102<sup>nd</sup>AMS 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*. 17<sup>th</sup> Symposium on

Societal Applications, 102<sup>nd</sup> AMS Annual Meeting, Houston, TX. (**3<sup>d</sup> 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*. 12<sup>th</sup> Conference on Transition of Research to Operations, 101<sup>st</sup> AMS 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*. 12<sup>th</sup> Conference on Transition of Research to Operations, 101<sup>st</sup> AMS 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*. 17<sup>th</sup> Symposium on Societal Applications, 102<sup>nd</sup> AMS 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*. 17<sup>th</sup> Symposium on Societal Applications, 102<sup>nd</sup> AMS 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*. 107<sup>th</sup> 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 46<sup>th</sup> 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*. 46<sup>th</sup> 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*. 16<sup>th</sup> Symposium on Societal Applications, 101<sup>st</sup> AMS Annual Meeting, New Orleans, LA. (**1<sup>st</sup> 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*. 11<sup>th</sup> Conference on Transition of Research to Operations, 101<sup>st</sup> AMS Annual Meeting, Virtual. (**2<sup>nd</sup> 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*. 9<sup>th</sup> Symposium on the Weather, Water, and Climate Enterprise, 101<sup>st</sup> AMS 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*. 9<sup>th</sup> Symposium on Building a Weather-Ready Nation, 101<sup>st</sup> AMS 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*. 16<sup>th</sup> Symposium on Societal Applications, 101<sup>st</sup> AMS 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*. 106<sup>th</sup> 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*. 45<sup>th</sup> 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*. 6<sup>th</sup> 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*. 15<sup>th</sup> Symposium on Societal Applications, 100<sup>th</sup> AMS 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*, 15<sup>th</sup> Symposium on Societal Applications, 100<sup>th</sup> AMS Annual Meeting, Boston, MA.

- 4.\*\* **Trujillo, J. E.** (2020, January). *Introducing the AMS Latinx Committee*. 8<sup>th</sup> Symposium on Building a Weather-Ready Nation, 100<sup>th</sup> AMS 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*, 15<sup>th</sup> Symposium on Societal Applications, 100<sup>th</sup> AMS Annual Meeting, Boston, MA.
- 2.\*\* **Trujillo, J. E.**, Bermúdez, O., Marsh, P. T., & Leitman, E. (2020, January). *The Storm Prediction Center Spanish language initiative*. 8<sup>th</sup> Symposium on the Weather, Water, and Climate Enterprise, 100<sup>th</sup> AMS Annual Meeting, Boston, MA.
- 1.\*\* **Trujillo, J. E.**, & Conrad, C. (2019, January). *Organizational influence on public policy related to Hurricane Harvey*. 14<sup>th</sup> Symposium on Societal Applications, 99<sup>th</sup> AMS Annual Meeting, Phoenix, AZ. (**Named “Honorable Mention”**)

## POSTER PRESENTATIONS AT SCHOLARLY CONFERENCES

---

**\*\* Indicates Lead Presenter: 4 overall**

**\* Indicates Student Co-Authors**

9. Rodriguez, A. M.\*, **Trujillo-Falcón, J. E.**, Reedy, J., and Gaviria Pabón, A. R. (2024, January). Comparing severe weather communication, awareness, and response between non-Hispanic and Hispanic communities. 23<sup>rd</sup> Annual Student Conference, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
8. Llewellyn, L. E., **Trujillo-Falcón, J. E.**, Bozeman, M. L., and Fagin, T. D. (2024, January). *Using GIS to analyze New York's Limited English Proficiency communities and improve multilingual NWS operations*. 23<sup>rd</sup> Annual Student Conference, 104<sup>th</sup> AMS Annual Meeting, Baltimore, MD.
7. Mejía, 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*. 2<sup>nd</sup> 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.* 33<sup>rd</sup> 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.* 45<sup>th</sup> 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.* 45<sup>th</sup> 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.* 17<sup>th</sup> Annual Student Conference, 98<sup>th</sup> AMS 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.* 16<sup>th</sup> Annual Student Conference, 97<sup>th</sup> AMS Annual Meeting, Seattle, WA.

## **SERVICE**

---

### Professional Service

- |                |  |
|----------------|--|
| 2019 – Present | <b>Chair,</b> 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 | <b>Board Member,</b> 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 |
| 2023 – Present | <b>Member,</b> AMS Equity Assessment Task Force. Appointed by the AMS President to provide insights into how the Society can become more diverse   |
| 2024 – Present | <b>Member,</b> NWS Rapid Case Studies Technical Working Group. Appointed by the NWS Director of the Social, Behavioral, and Economic Sciences Program to develop systematic fieldwork practices in the aftermath of disasters.   |
| 2021 – 2023    | <b>Student Board Member,</b> AMS Overall Planning Committee for the 103 <sup>rd</sup> 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, 3<sup>rd</sup> Symposium on Diversity, Equity, and Inclusion, 102<sup>nd</sup> AMS Annual Meeting
- 2022 **Reviewer**, Weather, Climate, and Society
- 2021 **Reviewer**, Bulletin of the AMS
- 2021 **Session Chair**, Comunicación Bilingüe: Spanish Language Efforts in the Weather, Water, and Climate Enterprise, 9<sup>th</sup> Symposium on the Weather, Water, and Climate Enterprise, 101<sup>st</sup> AMS Annual Meeting
- 2021 **Session Co-Chair**, Questioning Our Colorful Language: Ongoing Efforts in Social and Behavioral Science Research to Revamp the SPC Risk Category System, 16<sup>th</sup> Symp on Societal Applications, 101<sup>st</sup> 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 8<sup>th</sup> Symposium on the Weather, Water, and Climate Enterprise, 8<sup>th</sup> Symposium on Building a Weather-Ready Nation, and 48<sup>th</sup> Conference on Broadcast Meteorology
- 2020 **Award Committee Member**, The June Bacon-Bercey Award for Broadcast Meteorology, AMS
- 2020 – 2022 **Member**, CIWRO Diversity and Inclusion Committee
- 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

### **MEDIA APPEARANCES (ENGLISH & SPANISH)**

*Featured in notable publications in English and Spanish: Associated Press, Forbes, The Washington Post, NBC National News, Telemundo, Accuweather, and The Weather Channel.*

- 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 Subjects Research Curriculum, Social Behavioral Modules (Active)

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

Community Emergency Response Team (License G-317) (Active)

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

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

IS-700: National Incident Management System (FEMA) (Active)

IS-800: National Response Framework (FEMA) (Active)

Trained Skywarn Storm Spotter (NOAA) (Active)