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**HAROLD TAFT AND THE AMERICAN METEOROLOGICAL
SOCIETY SEAL OF APPROVAL:
LAYING THE FOUNDATION FOR WEATHER BROADCASTING**

by J.M. Dempsey

When thunderstorms, tornadoes, or ice storms threaten, we turn to television or radio for reliable information. If we find a forecaster who claims the distinction of holding the American Meteorological Society (AMS) Seal of Approval, we may feel assured that we are receiving reliable information from a professional. The importance of weather forecasts to television viewers is shown by the fact that weather is the number-one news draw in more than half of the Top 20 TV markets.¹

Two generations of North Texans came to rely on Harold Taft, who broadcast on WBAP-TV, then changed to KXAS in Fort Worth from 1949 until shortly before his death in 1991. Befitting his pioneer status as a television weathercaster, Taft served on the original committee that created the AMS Seal of Approval, which helped bring standards of professionalism to weather broadcasting. Yet Taft, the man who literally wrote the book on *Texas Weather*,² never received the AMS Seal of Approval.

Roy Leep, one of the original group to receive an AMS Seal in January 1960 and an AMS Fellow, listed Taft as one of "a core group of meteorologists who would lay a foundation of standards for others to follow and exceed," in an AMS publication in 1996. The others, their television stations or networks, and the years of their television debuts include: Jim Fidler, DuMont Network, 1947; Don Kent, WBZ, Boston, 1955; Nash Roberts, WDSU, New Orleans, 1948; Louis Allen, WNB, Washington, D.C., 1948; Francis Davis, WFIL, Philadelphia, 1948; Clint Youle, NBC, 1949; and Wally Kinnan, KY, Oklahoma City, 1950. They followed the path of E.B. Rideout, a former U.S. Weather Bureau forecaster, who was broadcasting the weather on radio as early as 1923 and who Leep calls the "father of weathercasting."³

Taft's last weather forecast on KXAS-TV was on August 30, 1991. An *AMS Bulletin* obituary tersely noted: "His weathercasts were always scientifically oriented and highly educational."⁴ At the time of his death, Taft was the longest-serving weathercaster at a single station in the United States, forty-two years having passed since his first broadcast on WBAP-TV in 1949.⁵ Taft's protégé and successor as chief meteorologist at KXAS-TV, David Finrock, said he remained fiercely dedicated to the end:

"In late August, scarcely more than a month before his death, Harold was still working. There was no quit in him. I remember days when he would do the 5 p.m. broadcast. Then, exhausted from the effort, he went back into the weather office and laid down on the floor for 20 or 30 minutes to regain his strength, while I prepared the maps for the 6 p.m. show. Harold went back on at 6 p.m., and the viewers at home had no idea what he was going through to continue on the air."⁶

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In 1992, Taft posthumously received the AMS Award for Outstanding Service by a Broadcast Meteorologist, one of the organization's highest honors, "in recognition of his warmth as a broadcaster and professionalism as a forecaster." And yet, Bob Henson, the author of *Television Weathercasting: A History*, acknowledges, "It seems as if Harold didn't quite get his due."

Finrock acknowledges that Taft never received the national acclaim that other weathercasting pioneers received. "One reason was that Harold always thought of himself as a scientist, not as a television personality. As a result, he never did much promotion. I'm sure if he had spent his career in New York or LA, he would have gained a lot more national attention for his incredible career."⁸

Based on an interview with Taft recorded for the purpose of a thesis in 1982, contemporary interviews, correspondence with Taft associates, and other historical documents, this paper covers the early development of television weathercasting and one of its foremost trailblazers.

Development of AMS Seal

As television emerged as a powerful force late in the 1940s and early in the 1950s, meteorologists became alarmed at what they were seeing on the air for entertainment's sake. For example, a forecaster in Nashville gave the forecast in rhyme ("Rain today and rain tonight, tomorrow still more rain in sight"), and in New York, midnight viewers saw a woman in a short nightgown give the forecast as she tucked herself into bed. Another New York station had a "weather lion." Several stations had puppets who gave the weather forecast.⁹

As Francis K. Davis commented in *TV Guide* in July 1955: "We think many TV 'weathermen' make a caricature of what is essentially a serious and scientific occupation, and help foster the notion that forecasters merely grab forecasts out of a fishbowl."¹⁰

Even the U.S. Weather Bureau, renamed the National Weather Service in 1967,¹¹ seemed to hold television weathercasting in low regard. As Davis wrote: "It is my impression and experience that the Weather Bureau looked with some distaste at private professional meteorologists invading the field of radio and television broadcasting in the late 1940s and early 1950s. It was a tough and prolonged struggle for radio and television professionals during that period to get direct access to teletypewriter reports and other weather information."¹²

The American Meteorological Society was sufficiently alarmed over the "aggravating presence of some objectionable television weather programs"¹³ that it in January 1954 established an ad hoc committee on radio and television composed of leading broadcast weather forecasters to survey the current state of broadcast weather forecasting and to make recommendations to improve its quality. Harold Taft was a member of the committee, along with its chairman, Davis – then a young physics faculty member at Drexel University in Philadelphia and a part-time weather broadcaster with WFIL-TV – Fidler, Allen, Youle, Eugene Bollay, and Richard Reed. The committee submitted its report

in May 1955. It contained nine recommendations, including the creation of the Seal of Approval and a program of publicity on the advantage of having a professional meteorologist present the weather reports on television and radio.¹⁴

Taft then served on the AMS Committee on Radio and Television – the designation of *ad hoc* was dropped – again chaired by Davis, and whose other members included Allen, Bollay, Fidler, and Ed Vernon. On the committee's recommendation in a report submitted in October 1956, the AMS accepted the Seal of Approval program. The committee submitted its final report, dealing entirely with recommendations for the Seal program, in April 1957.¹⁵

The AMS then formed the Board on Radio and Television Weathercasting, chaired by another Texan, University of Texas assistant professor of meteorology and KTBC (Austin) television and radio weather forecaster Kenneth Jehn. Taft, Bollay, and Vernon were not appointed to the board. The board was established to set up procedures for reviewing applicants for the Seal. The procedures were announced in November 1957 at a national meeting of the AMS in College Station and at a national AMS meeting in New York City in January 1958.¹⁶

Davis, Fidler, Jehn, and Kinnan, who was named to the AMS Board on Radio and Television Weathercasting, later were named honorary recipients of the AMS Television Seal of Approval. Lawrence R. Mahar of the U.S. Weather Bureau, who also served on the AMS weathercasting board, received an honorary Radio Seal of Approval. None of the others who served on the *ad hoc* committee or the Committee on Radio and Television received the AMS Seal of Approval, honorary or otherwise.¹⁷

Seal of Approval Criteria

Davis said that much of the work on the criteria for the Seal of Approval was done by the committees on which Taft served. But the Board on Radio and Television Weathercasting established the procedures for awarding the Seal of Approval.¹⁸ The board determined that the Seal would be awarded to weathercasters who were professional members of the American Meteorological Society and “whose weather programs consistently provide technically correct weather information in an entertaining way.”¹⁹ Specific criteria included: informational value, audience interest, educational value, and professional attitude. Members of the board and selected reviewers in the weathercaster's geographical area evaluated the applicants. Weathercasters were required to renew their Seal of Approval on an annual basis “on condition that the circumstances under which the Seal was awarded initially have not changed adversely.”²⁰

Taft's Attitude Toward AMS Seal of Approval

Why did Taft, so prominent from the earliest days of television weather forecasting and directly involved in creating the AMS Seal of Approval, never seek the Seal for himself? One explanation is offered by Finrock. “He was in

the minority in thinking that the Seal should be reserved for weathercasters with at least a B.S. in meteorology,” Finrock said. “He felt that the rules were too watered down. One of the first to obtain the new AMS Seal back in the ‘60s was [a weathercaster at a rival station] with no real weather background. Harold was furious, and decided he would not even bother to apply for the Seal. And when I started here in 1975 and [KXAS-TV meteorologist] Scott Chesner in 1980, we received no encouragement from Harold to get a Seal. And we never have [sought the Seal].”²¹ When Taft was asked about the former rival in 1982, he replied: “He’s not a weathercaster, he just parroted the Weather Bureau.”²²

Davis, the chairman of the committee that recommended the Seal, remembers that Taft argued for stricter requirements, and, out of frustration, may have decided not to apply for the new Seal. “Some of us [including Taft] had received professional training at the college level. A lot of people [wartime meteorologists] got their training in the service, as observers, and had no academic credits and no degrees, but felt they were capable of doing a weather program, and I think they were,” Davis said. “Harold may have felt, ‘Who needs it?’” Davis, now Drexel University professor emeritus of physics, said Taft remained active with the AMS and presented several papers at convocations. Davis said Taft’s position on stricter requirements for the Seal of Approval “spoke for itself” about his devotion to professionalism.²³

Leep offered this brief comment on Taft’s apparent disdain for the Seal he helped to establish: “While I knew and admired Harold, for reasons of his own he had little association with the professional society or its programs.”²⁴

Taft’s friend with the National Weather Service, retired forecaster-in-charge Dick Lyle, recalled that although Taft maintained a weather-consulting business on the side, he never opted to become a certified consulting meteorologist through the AMS. “He didn’t need it,” Lyle said. “He didn’t see any justification to pay the AMS a yearly fee for that recognition when he had it [public recognition] already. I suspect it was the same situation [with the Seal of Approval].”²⁵

Writing in the *AMS Bulletin* in August 1964, Jehn seemed to acknowledge the disaffection of Taft and other professional weather broadcasters. He referred to “what appears to be a noticeable reluctance on the part of some known professional meteorologists on radio and television to apply for the Seal of Approval. Failure to do so is evidence of disinterest or disapproval.”²⁶ Weather broadcasting historian Bob Henson observed: “No formal prerequisite exists for every hopeful weather anchor. That openness has brought about a great diversity of weathercasters; it has also produced consternation in those who would prefer a higher standard.”²⁷

Some of Taft’s comments in the interview in 1982 may provide insight into his attitude. Taft said of a competitor: “He’s not a meteorologist. He doesn’t know the physics of the atmosphere, and why things happen. He second guesses the Weather Bureau. If he were a professional I would pay some attention to him, I would respect his opinion, but he’s not. I’m sure he’s

a nice guy. . . . I don't pay any attention to him."²⁸ Finfrook recalled, "One thing that really raised his ire was when he saw a 'weather clown' on another station."²⁹

The AMS originally stipulated that Seal applicants be eligible for full membership in the Society. That normally would require at least a bachelor's degree in atmospheric science, but an exception would permit a weathercaster with five years of work but without a degree to receive the Seal of Approval.³⁰ Although the requirements were further loosened during the 1970s out of concern for the relatively low number of applicants,³¹ the basic four criteria for the AMS Seal of Approval remain as they were in 1957.³²

While Taft's devotion to strict standards is admirable, it seems the Seal program achieved its goal of improving the quality of television weathercasting, with occasional exceptions. Jehn expressed his concern when only forty-six television Seals had been granted by mid-1964.³³ But by 1999, more than 900 television Seals and 150 radio Seals had been granted.³⁴ Davis, who as a young Navy man served on the meteorological team for the Normandy invasion in World War II, is convinced the AMS Seal of Approval program has had a positive impact on weather broadcasting. "It couldn't do anything but make it better. It was pretty bad in those days," he said. "For example, in the Philadelphia area, when I started exhibiting the Seal of Approval, the other stations were eager to get in on the deal. One of them went out and found Wally Kinnan. It's not uncommon to have a professional meteorologist now."³⁵ Surveys made in the years following the creation of the Seal of Approval program showed that the average rating of television weathercasters who are meteorologists are somewhat higher than those of nonmeteorologists, and that viewers are concerned with professionalism and tune in to a certain forecaster because "he knows what he is talking about."³⁶

One measure of the success of the Seal of Approval program has been increased stature for weather broadcasters. Leep wrote: "Probably the most gratifying example of AMS membership recognition and support of weathercasting was when Robert Ryan, weathercaster at WRC-TV, Washington, D.C., was elected president of the AMS in 1994 – the first weathercaster to hold that position."³⁷

Taft And His Fellow Pioneers

Taft must be considered a weathercasting pioneer. "Weather Telefacts," his WBAP-TV program, went on the air on Halloween in 1949, within a year of the boom in 1948 that vaulted the new medium into the mainstream of American life. Taft was one of a generation of military meteorologists from World War II who created the genre of television weather forecasting after the war.³⁸ After graduating from Phillips University in Oklahoma with degrees in mathematics and physics, Taft served in the U.S. Army Air Corps during World War II, in the U.S. Air Force in the Korean War, and received graduate meteorological training at the University of Chicago through the Air Force Technical Institute for Meteorology.^{39, 40} He continued to serve in the military

as a member of the Air National Guard, reaching the rank of colonel, until his retirement from the Guard in 1976.⁴¹

Taft went to work for American Airlines as a meteorologist in 1946. He and two fellow American Airlines meteorologists, Bob Denny and Walter Porter, approached WBAP-TV with the idea for "Weather Telefacts" in 1949. "We thought it would be a good idea to use the briefing techniques that we used for pilots during the war for television, because it was a natural medium for it," he recalled.⁴²

Taft said he learned everything he knew about presenting the weather while briefing pilots in World War II. "We would put a map up, we'd show 'em what the weather was, what it was going to be at the target, and what they'd expect when they returned. We gave 'em a briefing. Same thing we do today [on television]," he said.⁴³

Television weathercasting being in its infancy, Taft had never seen weather presented on TV, but that was no hindrance. "I felt I didn't need anything to go by. Give me a map, a piece of chalk, and a stick and I'll tell you about the weather," he said. "Our basic philosophy hasn't changed. We've dropped the stick and we've got colored maps."⁴⁴

WBAP-TV quickly agreed to the idea for the program. "They made us a set. We used a green chalkboard for a weather map, which we used for five or six years, I guess. We printed everything in chalk," Taft remembered. Taft worked only part-time for WBAP-TV, and was paid \$7 a day until he resigned his American Airlines position in 1964.⁴⁵

Although at least one book asserts that "Weather Telefacts" was the nation's first television weather program, other sources refute that claim. Jim Fidler, who had established a reputation as a radio weathercaster, broadcast weather forecasts on an experimental TV station in Cincinnati as early as 1940.⁴⁶ Fidler wrote an article in the *AMS Bulletin* about his early television weathercasting experiences starting in 1947 over the old DuMont network under the auspices of the U.S. Weather Bureau.⁴⁷ Fidler later hosted the weather on the original "Today" show.⁴⁸ Nash Roberts, Louis Allen, and Francis Davis all began television weathercasting in 1948.⁴⁹

The weather broadcasters of the 1940s and 1950s literally invented a new genre on the air. "The weatherman must present a pleasing, interesting, and informative picture of the weather," Fidler wrote. "His presentation must be audibly coherent, as well as smooth to watch. The pictorial representation must be kept clear and simple."⁵⁰ In another article, Fidler laid out the principle of simplicity in weathercasting: "This new technique brings to the listener a complete resume of the weather over a wide area of the country in terms that are commonplace. To be sure, fronts are mentioned, but only as 'the leading edge of the cold air,' or, 'where the winds shift from southwest to northwest.'"⁵¹ But Taft seemed to take issue with any move to present the weather in anything other than a strictly scientific fashion. "The symbols that we use on our weather maps are the same that we use in the Air Force if we're

briefing the commanding general of SAC [the Strategic Air Command] or the ones that we brief airline pilots with, or the one's that you see on the weather bureau charts," he said.⁵² While not referring specifically to Taft, historian Henson addressed the Taft style of weathercasting when he wrote: "The influx of military men doing weather ... gave much of television weather of the late 1940s and early 1950s a serious, formal tone. If some of those early styles now seem dry and pedantic, they were impressive in their devotion to presenting weather with no frills attached."⁵³ Some of the discussions between Taft and Louis Allen when both served on the AMS Committee on Radio and Television must have been interesting, considering this excerpt from a 1949 article: "Climaxing the 5-minutes of weather is what Allen calls a 'doodle' of tomorrow's forecast ... This time, it develops into a picture of two boys on swings, with a schoolhouse in the background."⁵⁴

Taft was in the vanguard of the new genre, and "Weather Telefacts" certainly is well-established as the first television weather program in Texas⁵⁵, and, perhaps, as the *Fort Worth Star-Telegram*, the original parent company of WBAP-TV claimed, the first in the South.⁵⁶

The *Star-Telegram* also maintains that WBAP-TV was the first television station in the world to house a fully-equipped weather station in its studios, although the newspaper's "world's first" claim is not documented. The article described the weather station as consisting of remote-controlled electronic instruments mounted in an outside building and on the roof. The instruments provided readouts on large dials in the studio, clearly visible to the viewers, and showed temperature, relative humidity, wind direction and velocity, and barometric pressure. The Bendix-Freize Corporation furnished a number of the instruments.⁵⁷ "We got the first radar in this part of the country," Taft said. "We put in the remote sensing weather equipment that we use to this day, which was 25 years ahead of its time."⁵⁸

Television weathercasting was an immediate hit. Here are some excerpts from letters sent to Allen at WNBW-TV in Washington, D.C., in 1948: "Before you came along, we used to take the weather for granted--never gave tomorrow's weather a second thought. But now!! We actually find ourselves worrying whether or not the fronts you describe will move on Washington or whether winds, etc., will intercept in time" ... "All our neighbors gather 'round our TV set every evening just to see you. ... Our plans from day-to-day depend on your predictions."⁵⁹

Taft's and his partner's weather broadcasts over WBAP also were received enthusiastically, even if the public sometimes showed confusion about just who was responsible for what was seen. A rancher went into a Fort Worth department store and asked to buy: "... a good, big television set. I just want to see one thing - that weather program you all put out every night."⁶⁰

A *Star-Telegram* article noted that ranchers, farmers, pilots, vacationers, bus travelers, hunters, and fishermen had written their appreciation of the weather broadcasts.⁶¹ Taft basically knew nothing but praise from the viewing audience. "In the 33 years I've been here, I could count on both hands the

number of nasty letters I have received, and give you some fingers back," he said.⁶²

An example of Taft's rapport with the viewers was the "Weather Watchers" feature he started at WBAP-TV. Because rainfall amounts were so variable within the viewing area, Taft recruited more than 200 viewers in thirty-six counties to provide precipitation reports from their home towns.⁶³ "The [official] reports of rainfall come from the airport," he said, "and nobody that I knew lived out there. I wanted to get a better reading of the rainfall around here because I know that it's not homogeneous or uniform. I also figured that if I can mention your little town or your neighborhood, you're going to listen to me."⁶⁴

Taft was so successful in launching the weather programming at WBAP-TV that two other stations, KRLD-TV (now KDFW) and WFAA-TV asked him to help set up their own weather operations. "So from early 1950 till the fall of 1951, I was in charge of all three stations' weather programs," he recalled.⁶⁵ He hired and trained the competing stations' weather forecasters, including KRLD's Warren Culbertson, who was among the fifteen men to receive the first earned AMS Television Seals of Approval in January 1960,⁶⁶ and of whom Taft spoke admiringly.⁶⁷

Taft's strict adherence to meteorological professionalism was always expressed in his on-the-air presentation. "We use all conventional symbols. We don't use the little smiley faces or the sparkles and that kind of crap that people use," he said. Taft also refused to wear makeup on the air, even though station management asked him to reconsider. "I told them I don't have time to mess with it. If I've got dirty fingernails, people know I'm working," he said.⁶⁸

Taft taught the same down-to-earth values to the young meteorologists who eventually succeeded him at KXAS-TV. "One important lesson I learned from Harold was, 'Before you go on the air, always look outside the window,'" Finfrock said. "Your instruments may tell you one thing, but the weather changes rapidly. Always trust your eyes. The biggest lesson from Harold was that meteorology is a science, not entertainment," Finfrock said. "He was really firm about taking the weather seriously. Harold always said that the weather in Texas is no laughing matter."⁶⁹

Recognizing the interest among the public, Taft and his fellow KXAS-TV meteorologist Ron Godbey published a book, *Texas Weather*, in 1975, covering many of the commonly asked questions about the notoriously changeable and often violent weather in the state.⁷⁰

Taft took great pride in formulating his weather forecasting himself from readings taken from WBAP-TV's instruments and from data provided by the National Weather Service. "I do here, by myself, what the National Weather Service does with about 17 people," he said. Taft had little respect for television forecasters who did not do the same. "They all fall into the same trap," he said. "After they've been doing it for three or four years, they begin to think that they know more about it than the professionals do. And I hear

some of the damndest explanations that you've ever heard in your life coming off the tube, even today. Just makes you cringe."⁷¹

Taft liked to compare notes with the National Weather Service. "As meteorologists, we talked on almost a daily basis," Lyle recalled. "He wanted to know what was our forecast going to be. Sometimes he would question our reasoning. We'd both rethink our positions, and usually come to the same conclusion. He worked more closely with the National Weather Service than any other [television] forecaster," Lyle said. "Very seldom did we get a call from anyone else."⁷²

Taft's devotion to meteorology led him to promote a program to teach the subject in the local schools. "I figured that the best way to educate people was to educate them through the schools. So I encouraged the schools to start teaching meteorology and I furnished the teachers with materials. Now, I think starting in the third grade and going through the seventh grade, there are two times a year when they have a weather section in science and social studies. I made some films for the Dallas school system, and they're still in their library, one on lightning, one on tornadoes," he recalled.⁷³

Taft's orientation toward scientific professionalism would be very rare in broadcasting today. "I'm not really concerned about the ratings. That's somebody else's worry ... They all run around here and shake their heads, but I don't pay any attention to it," he said. "I know that people are interested in the weather, [and] they've always been interested in the weather. I simply want to tell them to the best of my knowledge what it is and what it's going to be."⁷⁴

NOTES

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² Roy L. Leep, "The AMS and the Development of Broadcast Meteorology." In *Historical Essays on Meteorology, 1919-1995*, James Rodger Fleming, ed.. (Boston, 1996), p. 481.

³ Gifford F. Ely, "Harold E. Taft," *AMS Bulletin* 72, 12 (December 1991), p. 1918.

⁴ Bob Henson, *Television Weathercasting: A History* (Jefferson, NC and London, 1990), p. 140.

⁵ David Finrock, July 26, 1999, "Info on Harold Taft" [Internet, e-mail to the author]. Available as e-mail from the author, dempsey@unt.edu.

⁶ Bob Henson, June 14, 1999, "Weather research" [Internet, e-mail to the author]. Available as e-mail from the author, dempsey@unt.edu.

⁷ Finrock, July 26 1999.

⁸ Henson, *Television Weathercasting*; pp. 8-9, 36.

⁹ Francis K. Davis, "Weather Is No Laughing Matter," *TV Guide*, July 23, 1955, p. 10.

¹⁰ "Evolution of the National Weather Service." [Internet: WWW] ADDRESS: <http://www.nws.noaa.gov/pa/history/timeline.htm>. [Accessed: July 26, 1999].

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¹² K.H. Jehn, "Radio and Television Weathercasting - the Seal of Approval Program After Five Years," *AMS Bulletin* 45, 8 (August 1964), pp. 489-493.

- ¹⁴Davis, "Weather and the Media," 1976, p. 1332.
- ¹⁵Davis, "Weather and the Media," 1976, p. 1331
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- ¹⁷Jehn, "Radio and Television Weathercasting," 1964, pp. 492-493.
- ¹⁸Francis K. Davis, August 11, 1999, interview by the author, Denton, Texas.
- ¹⁹Jehn, "Recognition of Competence in Weathercasting," 1959, p. 86.
- ²⁰Jehn, "Recognition of Competence in Weathercasting," 1959, p. 86.
- ²¹Finrock, July 26, 1999.
- ²²Harold Taft, 1982 (date unknown), interview by Richard J. Schroeder, tape recording, Fort Worth, Texas.
- ²³Davis interview, August 11, 1999.
- ²⁴Roy L. Leep, June 29, 1999, "Harold Taft" [Internet: e-mail to the author]. Available from author at: dempsey@unt.edu.
- ²⁵Dick Lyle, July 24, 1999, interview by the author, Denton, Texas.
- ²⁶Jehn, "Radio and Television Weathercasting," 1964, pp. 490-91.
- ²⁷Henson, "Television Weathercasting," 1990, p. 20.
- ²⁸Taft interview, 1982.
- ²⁹David Finrock, August 12, 1999, "Info on Harold Taft" [Internet, e-mail to the author]. Available as e-mail from the author, dempsey@unt.edu.
- ³⁰Henson, "Television Weathercasting," 1990, p. 20.
- ³¹Henson, "Television Weathercasting," 1990, p. 20.
- ³²"Seal of Approval Program for Radio and Television." [Internet: WWW] ADDRESS: <http://www.ametsoc.org/AMS/member/approv.html>. [Accessed July 27, 1999].
- ³³Jehn, "Radio and Television Weathercasting," p. 489.
- ³⁴"Seal of Approval Program."
- ³⁵Davis interview, August 11, 1999.
- ³⁶Davis, "Weather and the Media," 1976, p. 1333.
- ³⁷Leep, "The AMS and the Development of Broadcast Meteorology," 1996, p. 489.
- ³⁸Henson, "Television Weathercasting," 1990, p. 7.
- ³⁹Taft interview, 1982.
- ⁴⁰Henson, "Television Weathercasting," 1990, p. 140.
- ⁴¹Taft and Godbey, *Texas Weather*, 1975, inside cover.
- ⁴²Taft interview, 1982.
- ⁴³Taft interview, 1982.
- ⁴⁴Taft interview, 1982.
- ⁴⁵Taft interview, 1982.
- ⁴⁶Henson, "Television Weathercasting," 1990, p. 5.
- ⁴⁷James C. Fidler, "Weather Via Television," *AMS Bulletin* 29, 6 (June 1948), pp. 329-331.
- ⁴⁸Henson, "Television Weathercasting," p. 52.
- ⁴⁹Leep, "The AMS and the Development of Broadcast Meteorology," 1996, p. 481.
- ⁵⁰Fidler, 1948, pp. 329-30.
- ⁵¹James C. Fidler, "A New Approach to Weather Broadcasting," *AMS Bulletin* 30, 7 (September 1949), p. 251.
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- ⁵³Henson, "Television Weathercasting," 1990, p. 7.
- ⁵⁴R.G. Stone, "The Weatherman Eyes Television," *AMS Bulletin* 20, 1 (January 1949), pp. 33-35.

⁵⁹Richard J. Schroeder, *Texas Signs On* (College Station, Texas), 1998.

⁶⁰Ira Cain, "WBAP-TV's Popular Weather Show Marks 1,000th Performance Friday," *Fort Worth Star Telegram*, July 27, 1952. Archives of WBAP-TV, University of Texas at Arlington, Arlington, Texas.

⁶¹"WBAP-TV World's First With Own Weather Station," *Fort Worth Star Telegram*, September 27, 1953. Archives of WBAP-TV, University of Texas at Arlington, Arlington, Texas.

⁶²Taft interview, 1982.

⁶³Stone, "The Weatherman Eyes Television," 1998, p. 35.

⁶⁴Cain, "WBAP-TV's Popular Weather Show," 1952.

⁶⁵"WBAP-TV World's First."

⁶⁶Taft interview, 1982.

⁶⁷Taft and Godbey, *Texas Weather*, 1975, inside cover.

⁶⁸Taft interview, 1982.

⁶⁹Taft interview, 1982.

⁷⁰Henson, "Television Weathercasting," 1990, p. 147.

⁷¹Taft interview, 1982.

⁷²Taft interview, 1982.

⁷³Finrock, August 12, 1999.

⁷⁴Taft and Godbey, *Texas Weather*, 1975, inside cover.

⁷⁵Taft interview, 1982.

⁷⁶Lyle interview, 1999.

⁷⁷Taft interview, 1982.

⁷⁸Taft interview, 1982.