

## CHOICE

Henson (National Center for Atmospheric Research) has written an adroitly researched, up-to-date historical survey of weather broadcasting in the US. He traces the beginnings of routine weather reporting from the formation of the National Weather Service in 1877 and its coverage in print media outlets, to contemporary radio, television, and Internet broadcasting by government entities such as the National Oceanic and Atmospheric Administration and such private ventures as AccuWeather and The Weather Channel. Though advances in meteorological science and broadcasting technologies have primarily shaped content, Henson suggests that audience expectations and societal change have influenced on-air reporting styles and personnel, from entertainment-inspired broadcasts and delivery by a primarily white workforce, to increasingly scientific programming covering topics such as climate change and natural disasters and delivery by an increasingly diverse workforce. Henson never strays far from his main focus on the evolving weather forecasting industry, including the alternatively collaborative and acrimonious relationship between public and private entities and the survival of the weathercast as people currently know it. This title would be an excellent addition for history of science and technology, mass communication studies, or atmospheric sciences collections. **Summing Up:** Highly recommended. All libraries. -- *K. D. Winward, Central College*