

Strategic Partnership

In order to support the continued research efforts of the hurricane forecast team, Colorado State is looking to create a strategic partnership with private industry, recognizing both the importance of the forecast work, its worldwide reach and the increasing need for public higher education to partner with the private sector.

To that end, Colorado State seeks a private industry partner that will serve as the title sponsor of the forecast, which will demonstrate to the public that the University and its private partner are committed to providing the very best information possible on a topic that draws enormous interest.

As part of this title sponsorship, the selected private partner will receive:

- Recognition in the title of all released hurricane forecast updates, reports and news media contacts and press releases. Estimated audience reach is in the millions throughout the globe by way of the hundreds of media outlets and wire services that receive the forecast from CSU.
- Prominent placement on Colorado State communications vehicles featuring the partner name and role in making the forecast possible. Such communications include, but are not limited to:
- Placement as title sponsor tied to forecast release on Colorado State's main and news websites (www.colostate.edu and www.news.colostate.edu), which combined receive on average more than 600,000 viewers on a monthly basis.
- Placement as title sponsor in direct distribution to insurance companies, emergency managers, and thousands of others who directly received the forecasts and updates via hard copy and website.
- Placement in a series of advertisements, to be determined by the partner and Colorado State marketing staff, announcing the partnership.





Colorado State University's Hurricane Forecast team

has for 30 years led the world in a category that it helped to create – the seasonal hurricane forecast. The Colorado State team remains the unquestioned leader in telling millions of people around the globe what atmospheric and oceanic conditions likely portend for the hurricane season ahead. While others have emulated and created their own seasonal forecasts, the CSU team remains among the most-watched predictions in the industry.

Each year since 1984, the team, originally led by Professor William Gray and since 2006 by Dr. Phil Klotzbach, has predicted the number and severity of storms that will form in the Atlantic Basin. Media, civil defense personnel and coastal dwellers from Florida and South Carolina to Bermuda and the Yucatan continue to pay rapt attention to these forecasts.

Since 1998, the CSU group has added predictions of the likelihood of hurricane land-fall along coastal areas, a forecast that again has drawn real attention from the insurance industry, from emergency managers, and from other industries from hardware store chains to bottled water manufacturers.

The hurricane forecast at CSU got its start when Dr. Gray noticed that there seemed to be a connection between the presence or absence of the El Nino phenomenon – warmer-than-normal water in the eastern and central tropical Pacific – and the formation of storms that could become hurricanes. In digging into this, Gray and the team he built over the years also looked at factors ranging from rainfall in the Sahel region of Africa to salinity levels in the Atlantic. All of these factors that have been added over the years are meticulously checked and re-checked, run through “hind-casting or back-casting” exercises, and are designed to always learn and improve.

The Opportunity

Gray and Klotzbach have each been interviewed countless times, in everything from opinion leader media outlets ranging from the *Wall Street Journal*, *New York Times*, *USA Today*, *U.S. News and World Report*, *Washington Post*, *Los Angeles Times*, ABC, CBS, NBC, CNN, Fox News BBC and the Weather Channel, to name a few. In fact, on a typical forecast, the predictions from the team receive hundreds of media hits such as:

Tropics extremely quiet in Atlantic; record drought in major U.S. hurricane landfalls – *Washington Post*

Where the heck are all the hurricanes? – *Washington Post*

Karen weakens, spares Gulf Coast – *USA Today*

Quiet Week Ahead Predicted for Tropical Development in Atlantic – *Bloomberg*

Atlantic Hurricanes Fail to Dampen August First Time in 11 Years – *Businessweek*

Lack of hurricanes defies forecasters; If trend persists, it would be calmest season since '94 – *Boston Globe*

U.S. storm team slightly lowers 2013 hurricane forecast to eight” – *Reuters*

Klotzbach-Gray: Eight hurricanes this season – *Chicago Tribune*

Forecasters slightly lower hurricane season expectations – *Houston Chronicle*

What happened to hurricane season? And why we should keep forecasting it. – *D.C. Wire*

CSU weather team forecasts above-average Atlantic hurricane season – *Denver Post*

2013 Atlantic Hurricane Season: U.S. Team Lowers Storm Forecast – *Huffington Post*

Fizzling Gabrielle continues a quiet hurricane season – *Miami Herald*

Phil Klotzbach and William Gray update their 2013 Atlantic hurricane season forecast – *Orlando Sentinel*

Peak Hurricane Season Expected to Be Busy – *Scientific American*

Inactive Atlantic hurricane season a ‘head-scratcher’ – *Seattle Times*

The publicity value of CSU's hurricane forecast from July to October 2013 was over \$1 million.

From July to October, more than 600 media outlets reported on the team's predictions (according to data provided by the monitoring firm Cision beginning in July). Updates to the forecast occur in June and August. The population of the Atlantic Basin totals close to 150 million and the hurricane forecast is of great importance to this population. Media outlets nationwide – and particularly along the East and Gulf Coasts of the U.S. - rely on CSU's hurricane forecast as the best source for the latest, best estimate of what may lie ahead. The estimated audience reach of media coverage for the hurricane forecast from July to October was 12 million for print coverage, approximately 1.3 million for broadcast coverage and close to 1 billion unique visitors to Internet sites covering the forecast.

