



**Joseph Trujillo-Falcón (he/him)** conducts bilingual disaster communication research at the Cooperative Institute for Severe and High-Impact Weather Research and Operations (CIWRO), in partnership with the NOAA National Severe Storms Laboratory (NSSL) and the NWS Storm Prediction Center (SPC). Under the CIWRO/NSSL Behavioral Insights Unit, he examines how U.S. Spanish speakers receive, understand, and respond to extreme weather hazards in a changing climate. Trujillo-Falcón's research has contributed to significant policy and operational advances across NOAA. As a result of his work, the NWS SPC implemented a severe weather outlook completely in Spanish that is used by bilingual television stations nationwide. Working alongside translation teams within the NWS, he has also helped automate Wireless Emergency Alerts into Spanish for the American public. For his innovative contributions in the field of weather and climate communication, he was awarded the 2022 American Meteorological Society (AMS) Award for Early Career Professional Achievement.

Beyond the research landscape, Trujillo-Falcón is a bilingual meteorologist at MyRadar, a mobile weather application downloaded by over 50 million users.. His science stories have recently awarded him 2 Telly Awards for bilingual educational videos on meteorological hazards. Trujillo-Falcón is a fierce advocate for the most underserved. As Chair of the AMS Committee for Hispanic and Latinx Advancement, he proudly represents a cohort of 65 scientists that elevate the representation of Hispanic and Latinxs in the weather, water, and climate enterprise. Joseph holds a Bachelor of Science in Meteorology and a Bachelor of Arts in Spanish from Texas A&M University, and a Master of Arts in Communication from the University of Oklahoma, where he is now a Ph.D. Candidate.