

Joseph Ruch

Denver, CO

Emmy-Winning Broadcast Meteorologist | Breaking Weather Leadership | 155K+ Social Audience

Major-market meteorologist who leads live coverage in studio and from the First Alert Weather Tracker, delivering ground truth during tornadoes, blizzards, floods, wildfires and destructive hail. Grew a personally managed social media audience from 20,000 to 155,000+ followers in three years through independently produced weather content.

Education

Pennsylvania State University | B.S. Meteorology and Atmospheric Sciences | Minor: Digital Media Trends & Analytics

Professional Experience

CBS Colorado | Denver, CO | Meteorologist | Feb 2024-Present

- Primary weekend evening meteorologist for the 5, 6 and 10 p.m. newscasts; regular weekday fill-in across the noon, 4, 5, 6 and 10 p.m. shows. Use iNews and AR/VR studio technology in daily and breaking-weather coverage.
- Redesigned and launched CBS Colorado's sponsored Neighborhood Network graphics package in WSI MAX, building the graphics and selecting the forecast data and communities displayed.
- Serve as lead meteorologist when covering the chief meteorologist's shows; anchored two hours of solo, wall-to-wall coverage for a confirmed tornado.
- Deploy in the First Alert Weather Tracker during major weather events, delivering live ground truth across broadcast, streaming and digital platforms. Statewide field coverage spans blizzards, tornadoes, destructive hail and wildfires, with continuous overnight reporting during a major Colorado blizzard.
- Coordinate with the news director, assistant news director and newsroom management on reporter deployment and story angles to capture distinct storm impacts across affected communities.
- Independently forecast, script, film, edit and publish social content that generated 61 million+ organic views in three months and drove notable website and app traffic.
- Produced a recorded weather explainer for CBS News 24/7; provide live storm updates to streaming coverage from the First Alert Weather Tracker.

CBS News Climate Watch / CBS News Planet | Weather Content Contributor | 2025-Present

- Independently pitch, forecast, script, record and edit weekly weather, climate and extreme-weather videos for national CBS audiences.
- Translate complex science into concise, audience-friendly short-form storytelling.

KRDO NewsChannel 13 | Colorado Springs, CO | Meteorologist | Jun 2022-Feb 2024

- Delivered forecasts across television, radio, streaming and digital platforms using Baron and ENPS; covered wildfires, high winds, winter storms, flash flooding and severe thunderstorms.
- Won a Colorado Broadcasters Association award for winter storm coverage in southern Colorado.
- Authored "Colorado Weather Explained," an educational book still used by the station.

ABC27 (WHTM) | Harrisburg, PA | Meteorologist (Part-Time) | Dec 2020-May 2022

- Hired into a paid part-time meteorologist role after interning; presented forecasts and produced digital weather content while completing a Penn State degree.

WBRE / WYOU | Pennsylvania | Meteorologist (Freelance) | Jun 2021-Jan 2022

- Freelanced on-air with localized television and radio forecasts while completing a Penn State degree.

NortheastWeatherWX.com | Founder / Digital Content Creator | Jan 2015-May 2021

- Founded and managed a weather website featuring forecasts, radar, alerts and educational content; led a contributor team and grew its audience through original reporting.

Leadership & Community

- Mentor CBS Colorado interns and train colleagues on social-media strategy, content creation and platform execution.
- Complete 30+ school visits annually, reaching approximately 2,000 students, and emcee station and community events, including ARCS Foundation programs supporting science and technology education.

Honors

- 2026 Heartland Emmy Award Recipient - Weather, "Where Won't Joe Go?"
- Colorado Broadcasters Association Award - Winter Storm Coverage in Southern Colorado