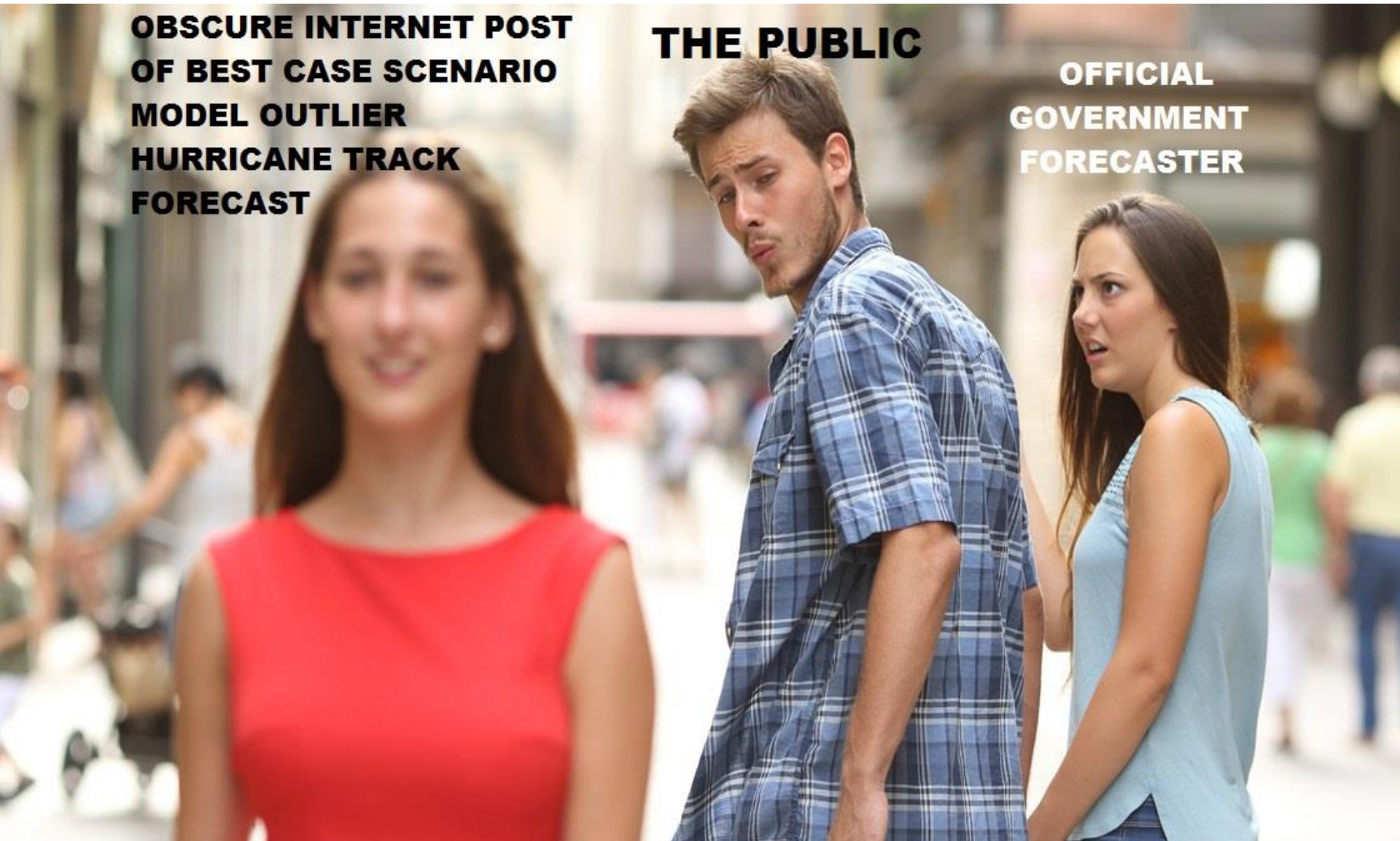


**OBSCURE INTERNET POST
OF BEST CASE SCENARIO
MODEL OUTLIER
HURRICANE TRACK
FORECAST**

THE PUBLIC

**OFFICIAL
GOVERNMENT
FORECASTER**



How the media delivers the message: Partnership and coordination with the media

Craig Setzer
Chief Meteorologist
CBS Miami
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The Media

Does It Help Or Hurt The Message?



The Media

Does It Help Or Hurt The Message?



The Media

Does It Help Or Hurt The Message?



The Meteorologists

Do They Help Or Hurt The Message?



The Meteorologists

Do They Help Or Hurt The Message?



How the media delivers the message:

Partnership and coordination with the media

Partnership: a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*

Coordination: The organization of the different elements of a complex body or activity so as to enable them to work together effectively – *Oxford Dictionaries*

Media: Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.
– *The Business Dictionary*

The Media

Page 10 Mason County Press

Outdoors

Outdoors Outpost

By KENDAL HEMPHILL

Breathing oxygen linked to staying alive —

The other day I walked into my bedroom and glanced over into the corner, where my desk is supposed to be, and it wasn't there. My wife had evidently been rearranging the furniture again. She does that periodically, although I've told her over and over that if God had wanted her to move furniture he would have given her a hairy chest and pants that wouldn't stay up in back. I always end up walking into walls and skinning my shin when I get up in the middle of the night after one of her moves.

"Honey," I called, "where did you move my desk to?"

"It's right there where it's

One of the letters I found is from a company called Oxygenation Systems of Texas, which is based in Anaheim (note: neither Y'all Come Back To Anaheim).

The letter is an ad for something called The Oxygen Edge, which is a device invented by a fellow named David Koser, who obviously has a great deal of spare time. The Oxygen Edge is supposed to help fishermen keep fish alive in live wells, which is evidently a problem, especially during the hot summer months.

If you're not a fisherman, this probably requires an explanation. See, when a bass fisherman is

exposure to sunlight and fishing shown on TV.

The problem is that, when the weather gets extremely hot, the fish in the live well tend to go belly up, due to a shortage of oxygen in the water, which causes the fisherman to have to quit fishing. This would seem, to most people, a blessing, but bass fishermen hate to have to quit fishing. I guess they believe that sooner or later, if they keep at it long enough, they'll start to have fun. This is called dreaming.

Another important reason to keep fish alive in live wells is that, in order to be a valid entry in a Bass Fishing tournament, a fish cannot be

wells. This is America, after all, the land of the free and the home of time sharing condos, where people will do just about anything for a buck. I was starting to get bored with the letter until I read this line, which I promise is an actual quote: "It looks like a miniature scuba system."

Where? Miniature scuba systems? I can just imagine watching "Fishing With Bill Dance" on Saturday morning and after the guest catches a largemouth bass he turns to Bill and says, "We better get this guy fixed with a vest and air tank right away. As fast as it is he'll never make it till sundown." Yup, when I read that line I knew, beyond a

tiny bubble song. The well, and but on it into the water for stay alive

in a live Edge. Do most and and told story. Is ciate the on the o nology. I it), and I This an

The Media

Utah Poison Control Center reminds everyone not to take poison

"Children Act Fast, So Do Poisons" is the theme for National Poison Prevention Week, arch 20 - 26. The Utah Poison Control Center (UPCC) would like to take the opportunity to remind parents and caregivers that poisonings can be prevented. In 2004, the Utah Poison Control Center responded to over 50,000 calls, the majority of which were about actual potential poisonings.

Over 60 percent of the potential poisoning exposures involved children under age 6. The top five substances that children in this

giving or taking medicine. Check the dosage each use.

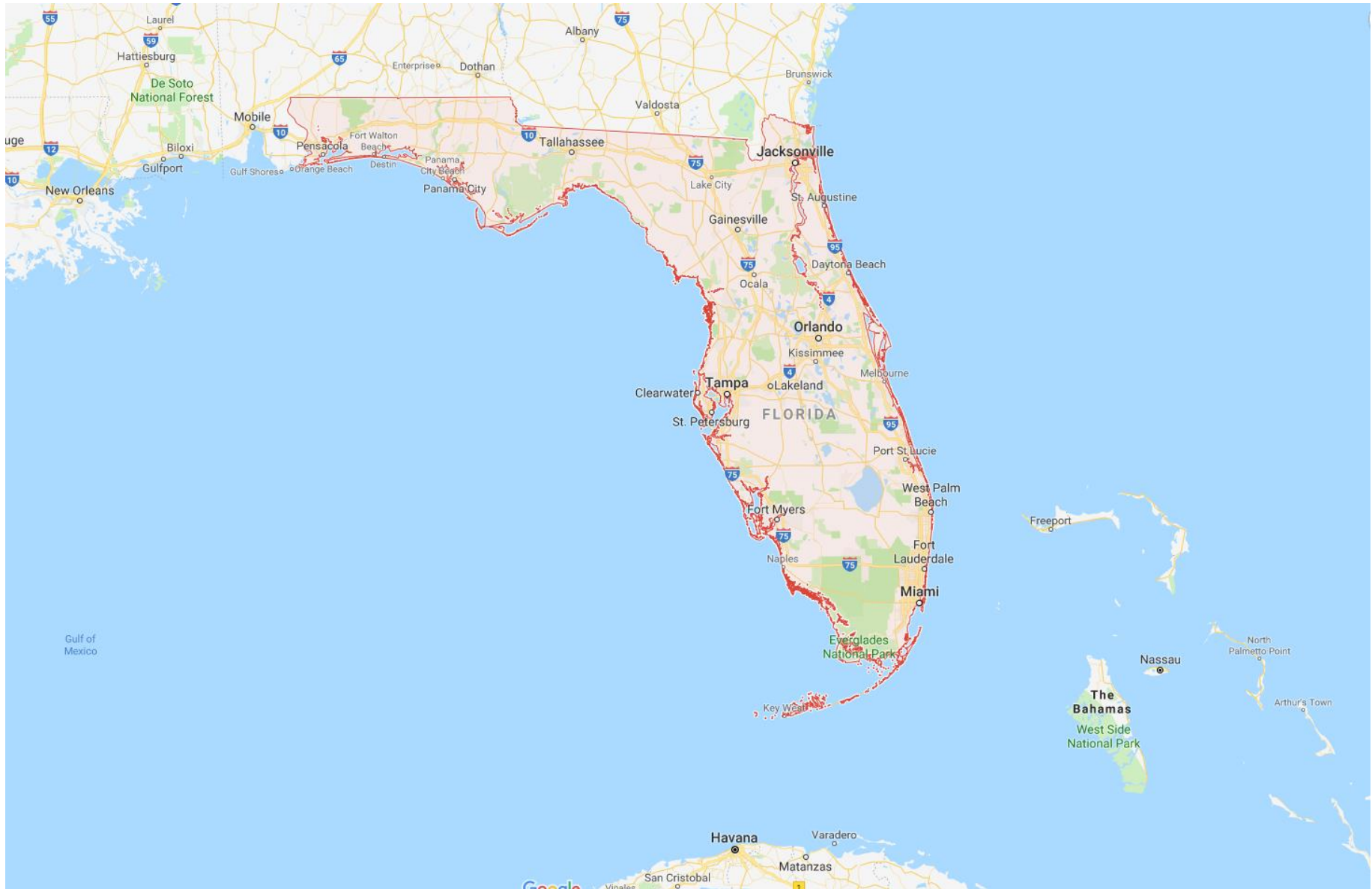
- * Avoid taking medicine in front of children.

- * Never refer to medicine as candy.

- * Clean your medicine cabinet periodically, safely disposing of unneeded and outdated medicines.

The UPCC, part of the College of Pharmacy, has an active community outreach program. In 2004, representatives of the Utah Poison Control Center provided 126 community presentations and distributed more than 40,000 poison prevention education materi-

Miami – Tampa/St Petersburg



The Media

Verizon LTE

02:17

45%



Tweet



The Associated Press 
@AP



Hurricane Irma's projected path continues to shift west, on a track to hit St. Petersburg _ not Miami or Tampa.



The Latest: More than 170K without power in Florida

Tweet your reply



How the media delivers the **message**:
Partnership and coordination with the media

Message: The substance of such a communication; the point or points conveyed – *The Free Dictionary*

If a large tree falls in the forest and no one is there to hear it, does it make a sound?

If an urgent message is given and no responds to it, is it really a message?

Building Relationships

Even when you don't want to

Controlling The Message

Even when you don't have time to

How the media delivers the message:

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To establish a relationship, one party must make an effort

Relationships take time and continued effort

Relationships are not always successful

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Cooperative means we work together

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How can you make “sharing responsibility” happen?

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What are “specific goals” in the hurricane message?

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What does “effectively” mean?

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Who does the “organizing”?

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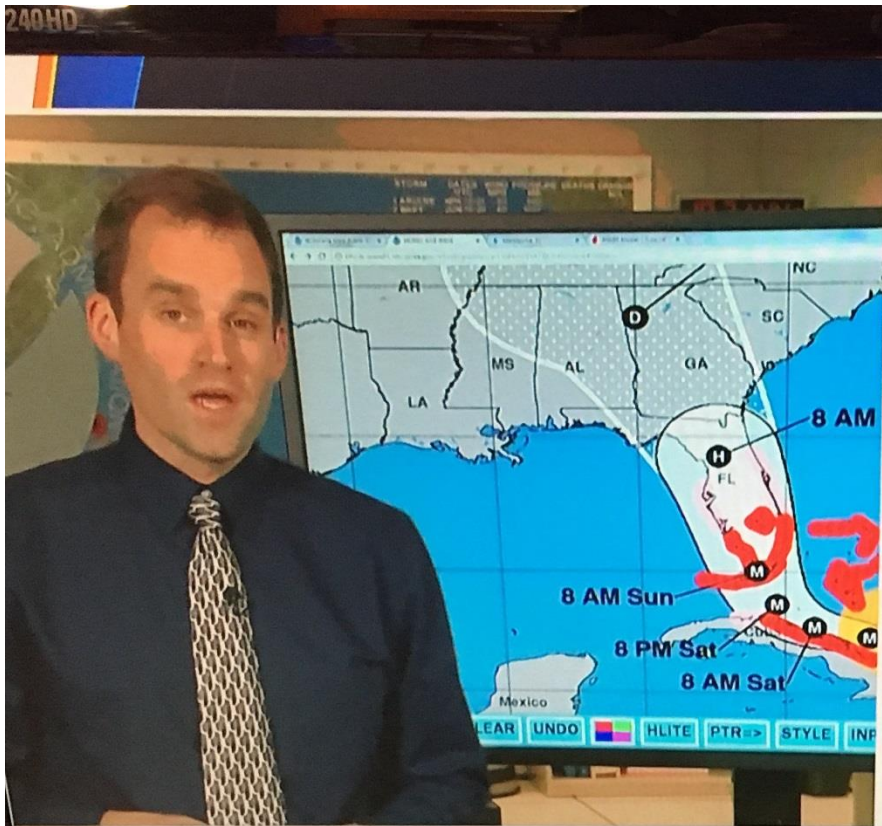
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Good Relationships



National Hurricane Center



CBS4 Studios

2:21 90°
HURRICANE IRMA
CBSMiami.com
FRIENDLY), NEW RENAISSANCE MIDDLE SCHOOL, WEST BROWARD HIGH SCHOOL, PLANTAT

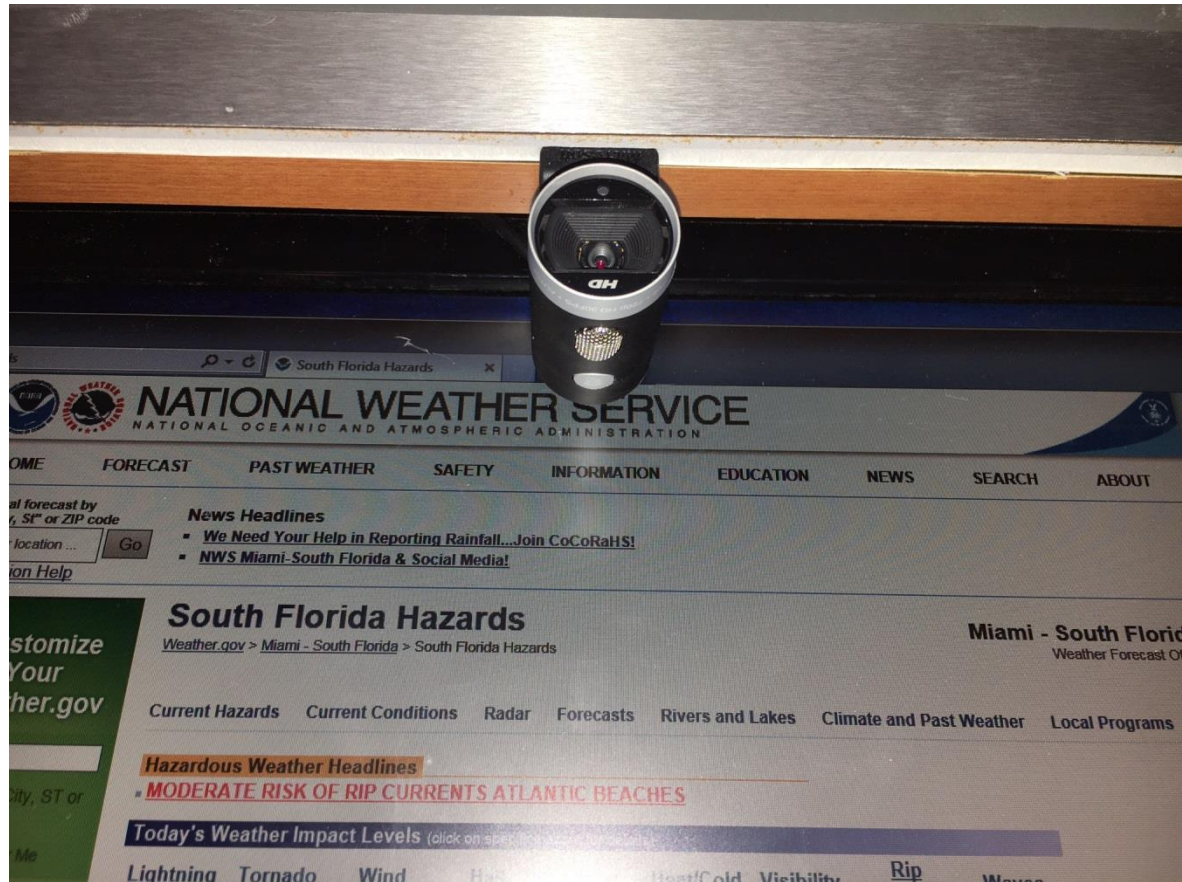
Setting The Environment

- If your mic is on you, assume it is **ON**

Setting The Environment

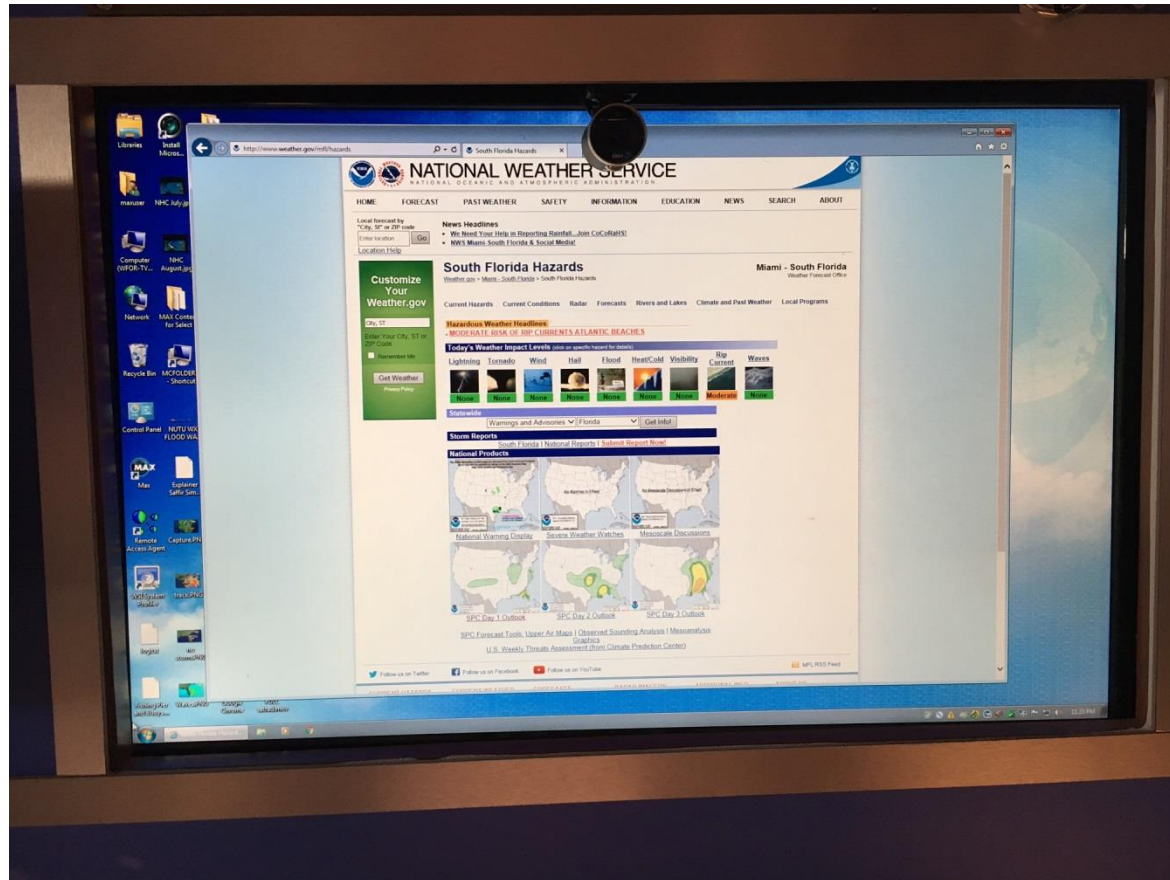
- If your mic is on you, assume it is **ON**
- Set up a camera that favors you

HD Camera On The Screen



1080i Resolution

HD Camera On The Screen



Setting The Environment

- If your mic is on you, assume it is **ON**
- Set up a camera that favors you
- There's no shame in make up.....men

Nobody Likes Shine

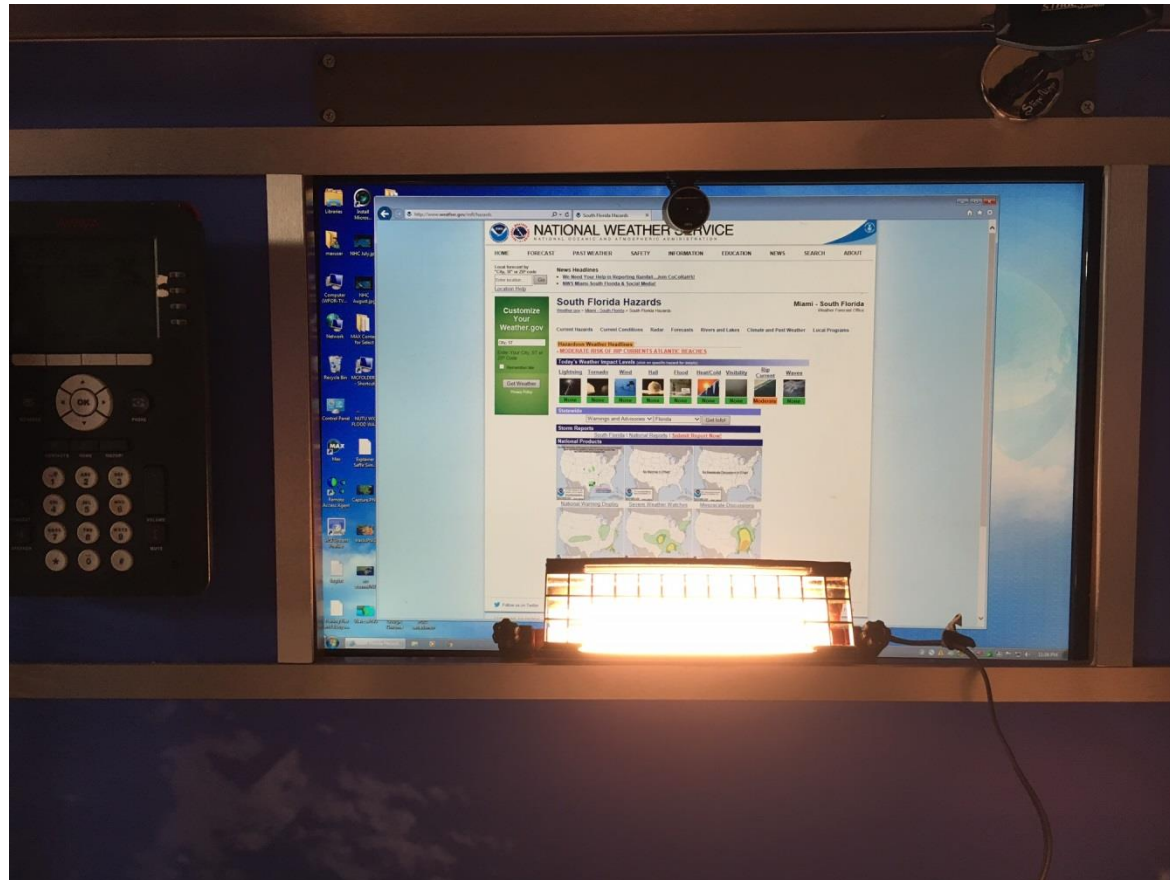


Dual foundation/Powder based

Setting The Environment

- If your mic is on you, assume it is **ON**
- Set up a camera that favors you
- There's no shame in make up.....men
- “Up-lighting” is your friend

Up-Lighting Away Your Faults



Up-Lighting Away Your Faults



With Up-Lighting

Up-Lighting Away Your Faults



Without Up-Lighting

Setting The Environment

- If your mic is on you, assume it is **ON**
- Set up a camera that favors you
- There's no shame in make up.....men
- “Up-lighting” is your friend
- Background depth add credibility

Backgrounds Matter



Depth is better

Backgrounds Matter



But control your background

Setting The Environment

- If your mic is on you, assume it is **ON**
- Set up a camera that favors you
- There's no shame in make up.....men
- “Up-lighting” is your friend
- Background depth add credibility
- People laughing in the background, very bad

Backgrounds Matter



**If this is going on behind you,
you have a problem**

Craig Setzer
Chief Meteorologist
CBS Miami

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