



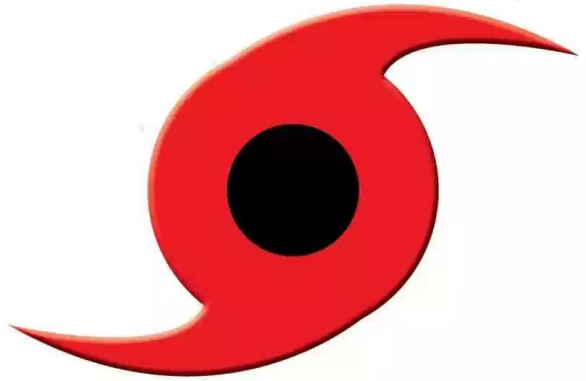
Communicating the Threat



Speak at a level that an Emergency Manager, Politician and the Public can understand.




Do not give them information they do not need or cannot understand (too much science).



Give them the information that they can relate with; (Example would be a previous hurricane).



Give them the most recent facts of the storm and when they will be getting another update.

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- (A) What- Hurricane
 - (B) How severe?
 - (C) When do you think the citizens will start to see the effects- Timelines & Geographic areas?
 - (D) Impact areas and kinds of impacts?
 - (E) What are the after effects of the storm?
 - (F) When will it be over?



SO HOW DOES ALL THIS HAPPEN?????



1. Creating a working relationship with Emergency Managers.
2. Hosting community out-reach programs.