

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

*2017 RA-IV WORKSHOP ON HURRICANE FORECASTING AND WARNING: PUBLIC WEATHER SERVICES PORTION*

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Me  
Younger...and smarter?



Me  
Older and wiser?



# Déjà Vu'?





# The Media

## Does It Help Or Hurt The Message?



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# The Meteorologists

## Do They Help Or Hurt The Message?





# The Meteorologists

## Do They Help Or Hurt The Message?



# So How Do We Communicate With Each Other?



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*

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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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**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 *Madison County Times*

## 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 closet, 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 sneezes.

"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 (1916 motto: 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 Kinner, 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 shows 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."

When? 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 long as it is he'll never make it till sundown." Yip, when I read that line I knew, beyond a

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# 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-

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

If a 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

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