

2019 WMO RA-IV Workshop on Hurricane Forecasting and Warning

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Media and the Message

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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?

The Media

Do They Help Or Hurt The Message?



Newspapers: Be careful!

They quote you but it often doesn't seem in context.

When it's in writing, it's there forever.

The News Papers

Do They Help Or Hurt The Message?



The News Papers

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The News Papers

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The News Papers

Do They Help Or Hurt The Message?

‘We hate math,’ say 4 in 10
— a majority of Americans

WASHINGTON — People in this country have a love-hate relationship with math, a favorite school subject for some but just a bad memory for many others, especially women.

In an AP-AOL News poll as students head back to school, almost four in 10 adults surveyed said they hated math in school, a widespread disdain that complicates efforts today

The News Papers

Do They Help Or Hurt The Message?

Forecasters call for weather on Monday

They're hesitant to predict snowstorm here

By Caitlin Cleary
Pittsburgh Post-Gazette

Sometime this weekend, we
will know for sure whether
the storm will bring out the bags of

shaping up," said Rich Redmond of the National Weather Service in Pittsburgh.

Also a factor is a second, much weaker storm system moving down across the north-

The Radio Stations

Do They Help Or Hurt The Message?



Working with the media to deliver 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*

To establish a relationship, one party must make an effort

Relationships take time and continued effort

Relationships are not always successful

Working with the media to deliver 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*

What are “specific goals” in the hurricane message?

Working with the media to deliver 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*

Who does the “organizing”?

Building Relationships

Even when you don't want to

Controlling The Message

Even when you don't have time to

The Meteorologists

Do They Help Or Hurt The Message?



The Meteorologists

Do They Help Or Hurt The Message?

Mark Mathis weatherman as a snowflake



The Meteorologists

Do They Help Or Hurt The Message?



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The Meteorologists

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The Meteorologists

Do They Help Or Hurt The Message?



- Television, Skype, and all live social media broadcasts are primarily a *visual* presentation.
- Your viewers will expect to be visually engaged.

Setting The Environment

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

Assume You Are On Air Live

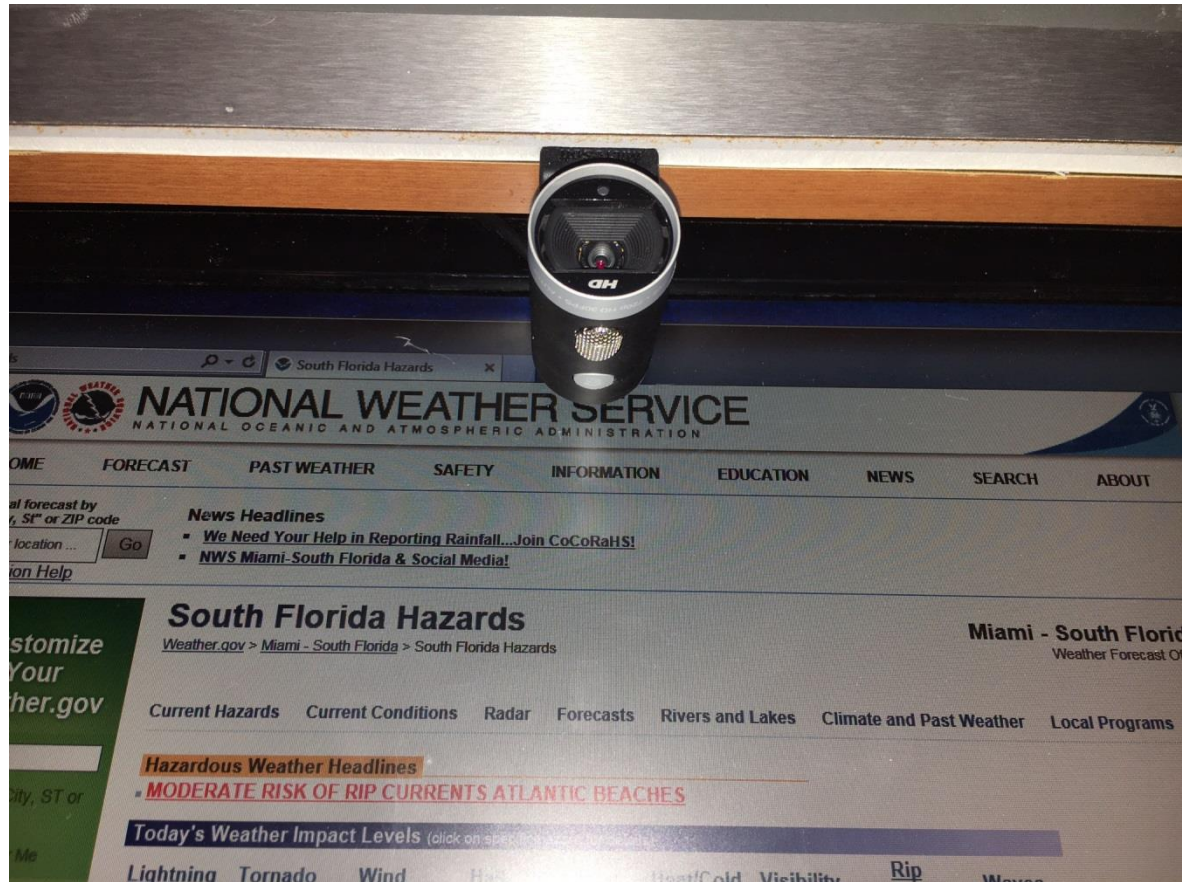


You don't want your audience doing this

Setting The Environment

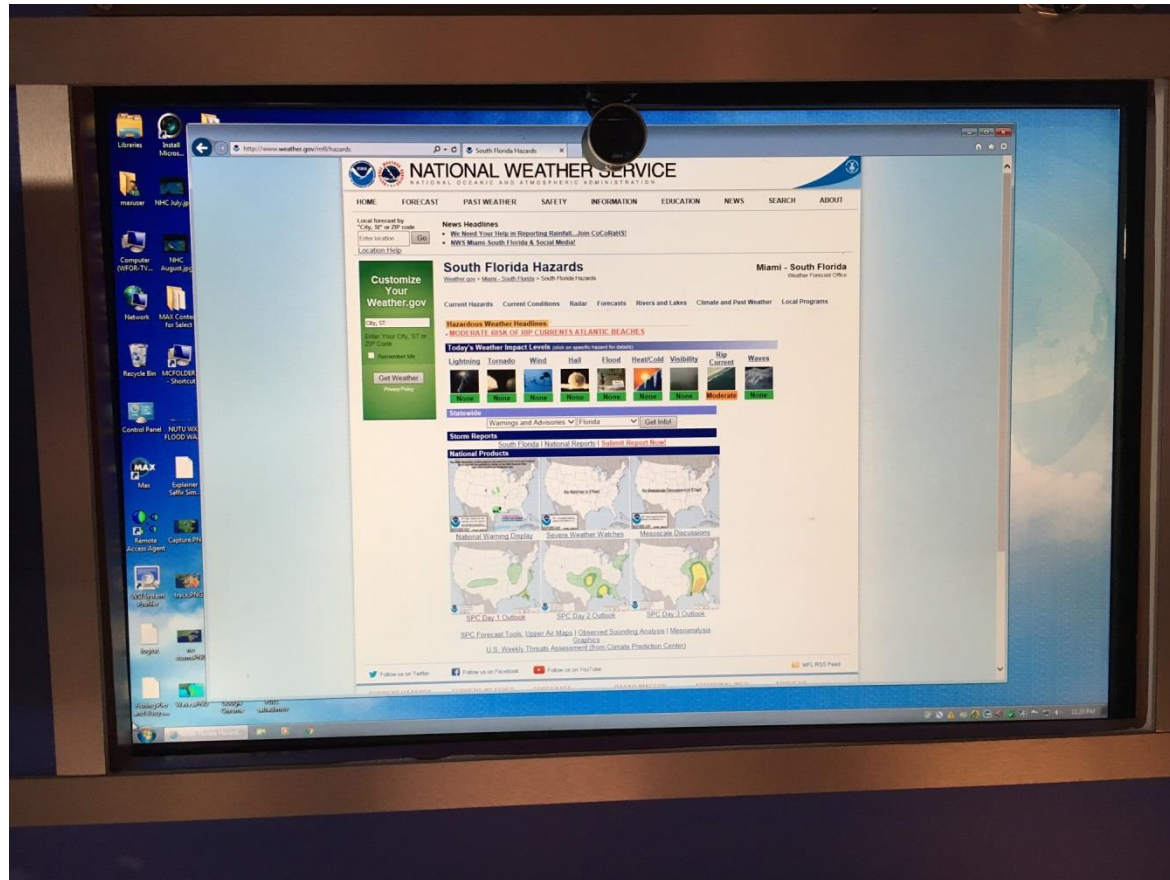
- If your mic is on you, assume it is **ON**
- Set up a camera that favors you

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

Talking On Camera Is Nerve Wracking!



Nobody Likes Shine

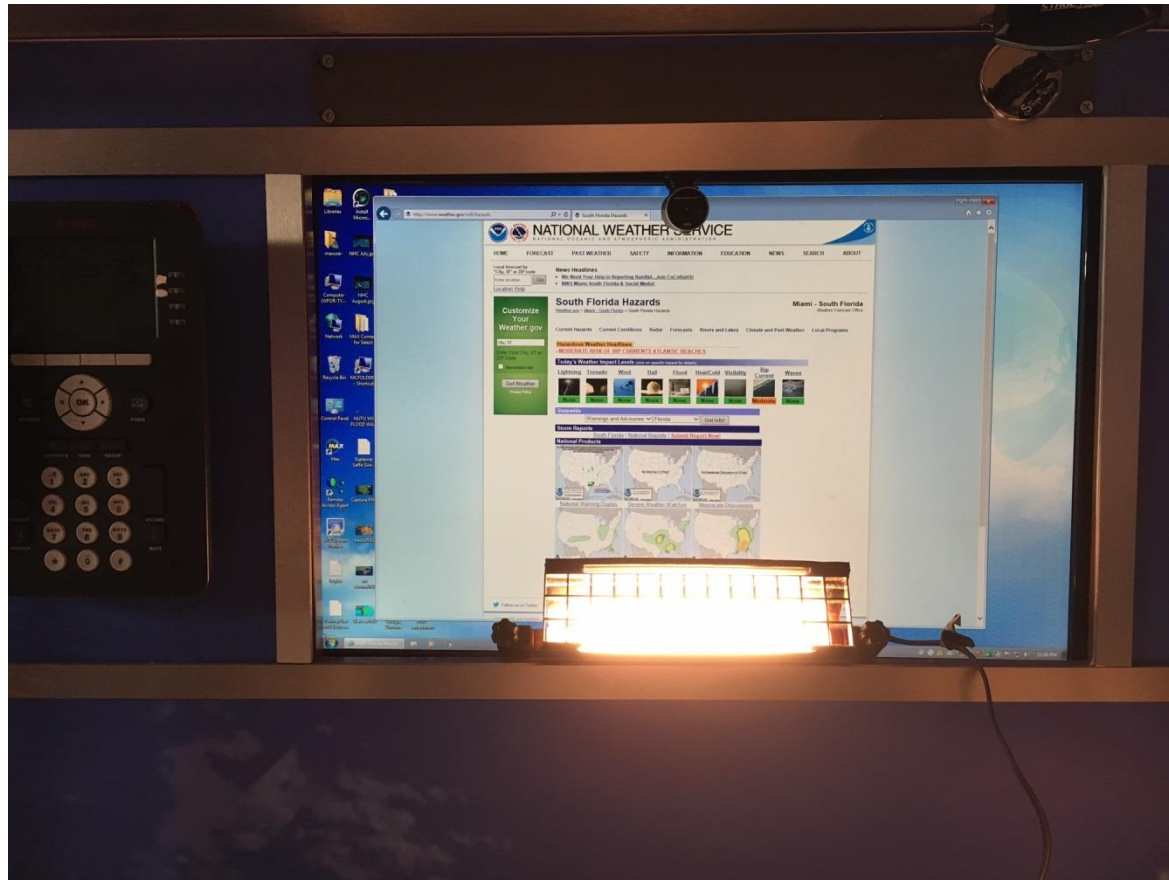


Dual foundation/Powder based

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!

Exercise- Write a headline for this

- The Atlantic hurricane season runs from June 1 through November 30 but there is nothing magical about these dates, tropical cyclones can appear almost anytime.
- Nature doesn't always pay attention to the calendar

Exercise- Write a headline for this

- At 500 PM AST (2100 UTC), the center of newly formed Tropical Depression Six was located near latitude 13.8 North, longitude 24.7 West. The depression is moving toward the west near 15 mph

Exercise- Write a headline for this

- On the forecast track, the center of Florence will approach the coasts of North and South Carolina later today, then move near or over the coast of southern North Carolina and eastern South Carolina in the hurricane warning area tonight and Friday.

Exercise- Write a headline for this

- On the forecast track, the center of Michael will move across the eastern Gulf of Mexico through tonight. The center of Michael's eye is then expected to move inland over the Florida Panhandle or Florida Big Bend area on Wednesday, and then move northeastward across the southeastern United States Wednesday night and Thursday, and move off the Mid-Atlantic coast away from the United States on Friday.

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