

Emergency response & communication during weather emergencies

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#TeamGaSocial Summit – GEMA, July 2014

Multi-Platform Communication

▶ Television / Radio

▶ Social Media

- Facebook
- Twitter
- Google+



▶ Weather.com

▶ Weather Channel Mobile App



Hurricane Sandy: Information Sources



- **Used great deal:**
 - 62% local TV
 - 53% national TV
 - 48% The Weather Channel
 - 29% local radio
 - 21% Internet
 - 8% social media (such as Facebook, Twitter)
 - 8% NOAA weather radio
- **Websites Used (of those using Internet)**
 - 51% The Weather Channel
 - 14% Local NWS
 - 13% Local TV
 - 10% Accuweather
 - 6% Weather Underground
 - 5% National Hurricane Center

Source: Gladwin and Morrow 2013

Our Information Sources

- ▶ Receive information from...
 - NOAA: NWS, NHC, SPC websites
 - State & Local EM websites & press releases
 - Social Media
- ▶ Send information through...
 - Social Media & Weather.com
 - NEW Live Ticker(s)
 - Breaking Weather Alert System (BreWS)
 - Direct Communication
 - Email



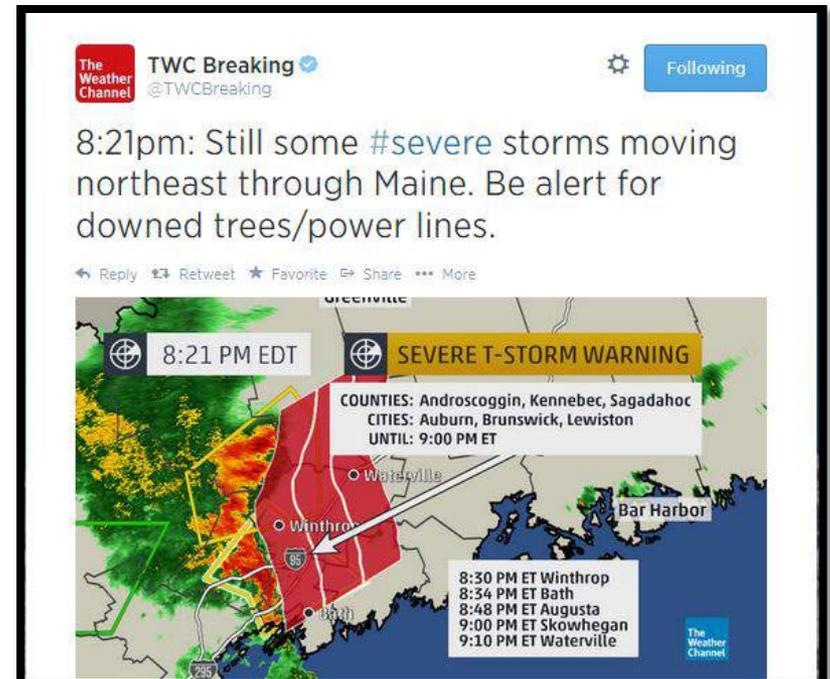
BreWS Breaking Weather Alert System		9:38 pm
9:26 pm	FLASH FLOOD WARNING UNTIL 9:30PM MDT > CO-BENT COUNTY, CO-KIOWA COUNTY, CO-PROWERS COUNTY	
9:25 pm	FLASH FLOOD WARNING UNTIL 10:30PM MDT > WY-PLATTE COUNTY	
9:25 pm	SEVERE THUNDERSTORM WARNING UNTIL 9:15PM CDT > WI-KENOSHA COUNTY, WI-RACINE COUNTY, WI-WAUKESHA COUNTY	
9:07 pm	SEVERE THUNDERSTORM WARNING UNTIL 6:45PM PDT > OR-KLAMATH COUNTY	
8:54 pm	FLASH FLOOD WARNING UNTIL 9:45PM MDT > CO-GARFIELD COUNTY, CO-MESA COUNTY	
8:53 pm	(COR) FLASH FLOOD WARNING UNTIL 7:30PM MDT > CO-BENT COUNTY, CO-KIOWA COUNTY, CO-PROWERS COUNTY	
8:29 pm	SEVERE THUNDERSTORM WARNING UNTIL 8PM CDT > MN-CARLTON COUNTY, MN-SAINT LOUIS COUNTY	

Social Media

- ▶ **@weatherchannel**
 - Largely reserved for branding messages, everyday information



- ▶ **@TWCBreaking**
 - More heavily used during severe weather
 - Weather Tidbits, Alerts, Warnings, etc.



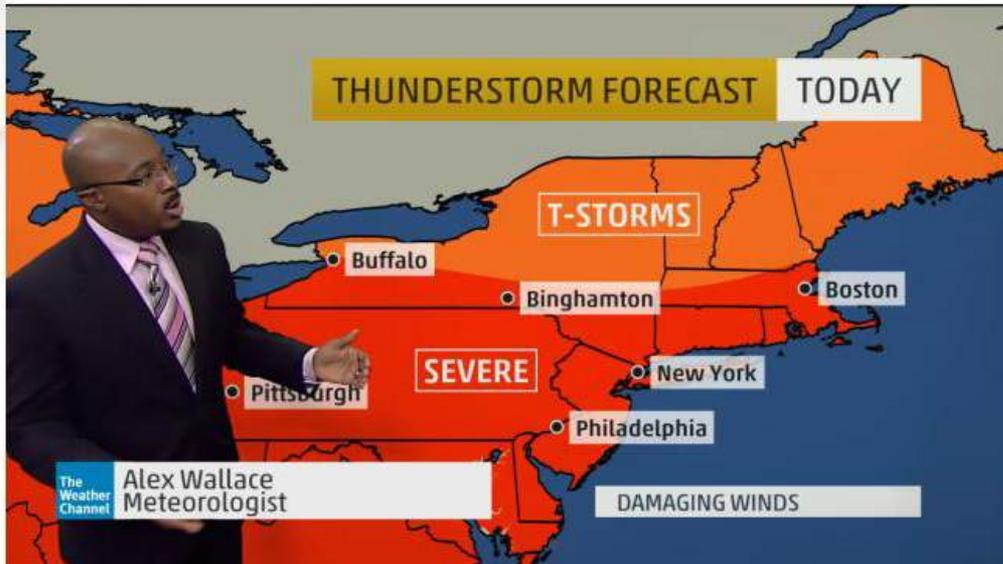
Weather.com

TORNADO CENTRAL

Tornado Central

Severe Weather Forecast: Severe Thunderstorm Threat Continues Into Monday

Published: Jul 27, 2014, 10:11 PM EDT | weather.com



Big Storms Threaten Big Cities

Severe thunderstorms will remain a threat Sunday night into Monday for parts of the South and the East Coast.



TRAVELERS!

AdChoices

LEARN HOW TO SPOT THE SIGNS OF A **TORNADO**

LEARN MORE



SEVERE WEATHER LIVE BLOG

All tornado warnings, along with other relevant information from The Weather Channel and local National Weather Service offices in current threat areas, will appear here.

Information updates automatically; no need to reload or refresh your browser. Time stamps on the left are in Eastern time; subtract one hour for Central time and two hours for Mountain time. For complete warning information and radar links, scroll above to see the radar imagery and clickable severe weather alerts links.

Severe Weather Updates **LIVE!**

[Hide](#) ▲

-  **Tornado reports as of 10 p.m. EDT: 5.** An EF-0 tornado touched down in Wolcott, Connecticut at 12:50 p.m EDT. No casualties.
A tornado was reported in the Gray/Oak Grove area near Johnson City, Tennessee, around 5:54 p.m. EDT. A separate tornado destroyed 10 homes in Speedwell, Tennessee around 6:05 p.m. EDT; radar showed a tornado debris signature at the time. A possible tornado hit Church Hill in northeast Tennessee around 5:35 p.m.
One possible tornado was reported at North Bend State Park in Ritchie County, West Virginia, around 8:16 p.m. EDT.
-  **Largest hail report(s):** Softball-size hail (4.25 inches in diameter) reported in Bear Branch, Kentucky at 3:55 p.m. EDT.
-  **Highest reported wind gusts:** 64-mph gust measured near Goldsboro, North Carolina at 11:38 a.m. EDT. A 70-mph gust was reported in Bloomfield Hills, Michigan, at 5:10 p.m. EDT, but that was an estimate.
A 79-mph thunderstorm gust was reported near Warm Springs, Nevada, at 2:40 p.m. PDT from storms unrelated to the outbreak in the Midwest and South.

10:50  **NWSNashville**   

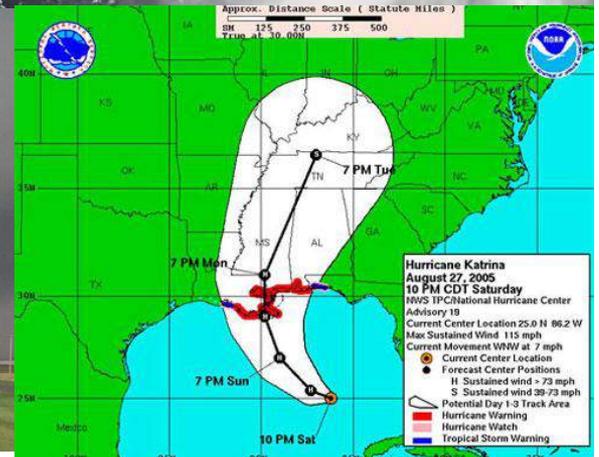
Transferring data from avidcast.5min.com

Local Emergency Information

- ▶ Director of Local Programming Operations – Steve Windham
 - Provides information received directly from Emergency Managers before & during inclement weather
 - Received often through social media
 - Tropical Cyclones – coastal cities database
 - “Red Alert Crawl” to disseminate information

Weather Spectrum & Response

- ▶ Need for local information somewhat scaled to a given phenomena:
 - Tropical Cyclones
 - Severe storms
 - Floods
 - Snow Storms
 - Earthquakes
 - Tsunamis



Information Across the Weather Spectrum	Tropical Cyclones	Severe Storms	Flooding	Snow Storms	Earthquakes & Tsunamis	Drought	Extreme Heat
Power Outages	X	X	X	X	X		X
Local Storm Reports (LSRs): Wind, Surge, Damage	X	X	X	X	X		
Evacuations / Shelters	X		X		X		X
Travel Alerts / Road Closures	X	X	X	X	X		X
Local Curfews	X				X		
Resource Restrictions	X		X		X	X	

Community Outreach – www.connectwithweather.com



Know The Elements. Make Your Plan.

[CREATE YOUR PLAN](#) | [VIDEO GALLERIES](#) | [WEATHER PREP CENTER](#) | [GAMES & ACTIVITIES](#)

BE PREPARED

Develop a Family Emergency Plan to help keep you and your loved ones safe during severe weather.

EARTHQUAKE

FLOOD

WILDFIRE

HURRICANE

EXTREME HEAT

TORNADO

WINTER STORMS



CREATE YOUR PLAN

In 3 Easy Steps



VIDEO GALLERY

View the Gallery



WEATHER PREP CENTER

Videos & Information



GAMES & ACTIVITIES

For Kids & Families



Community Outreach – www.weather.com/safety

FORECASTS MAPS VIDEO PHOTOS NEWS TV HURRICANES

My Profile ▾

The Weather Channel

75° Atlanta, GA ...



Search Zip, City, or Place (Disney World) 🔍

 Nationwide Insurance



JOIN THE NATION 

When coverage really counts, count on Nationwide Insurance.

QUOTE NOW →



 **SEVERE**
Safety & Preparedness

Weather Ready Severe

- Earthquake Safety
- Flood Safety
- Heat Safety
- Home Safety
- Hurricane Safety
- Thunderstorm Safety
- Tornado Safety
- Wildfire Safety
- Winter Safety
- Weather Ready Auto
- Safety and Preparedness Main

My Local Forecast

Atlanta, GA



Grand Rapids, Michigan, EF1 Tornado Confirmed; Several Homes Suffer Major Damage

Locals say a tornado hit the Grand Rapids, Michigan, area Sunday night, but tornado sirens never sounded.

 Nationwide Insurance

JOIN THE NATION 

When coverage really counts, count on Nationwide Insurance.

QUOTE NOW →

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Traffic and Driving Conditions



Common Goals

- ▶ Quality of Information
- ▶ Reception of that information in a timely manner
- ▶ Consistency of messaging



New Local Initiative

- ▶ Local Severe Preemptions
 - Broadcast to select local markets
 - Hyper-local focus
 - Featuring...
 - NWS Offices
 - Department of Transportation
 - Emergency Managers
 - Pictures & Videos from Social Media
 - Storm reports from public, state, & local officials





Thank you!

The
Weather
Channel



**American
Red Cross**



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FEMA

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