

Communicating Effectively in an Age of Instant Communication – It’s More Difficult than You Think

Communication methods have increased and changed significantly over the last few decades. While it is much easier to contact someone instantaneously, sometimes those methods are not always effective. Experience from two tornado events in central Oklahoma in May 2013 will give a new perspective on communicating during hazardous weather.

Observations from recent winter events in this age of instant communication and wide access of weather information through social media will also be discussed. What is the news story when there is no one saying “I didn’t know this was going to happen?”

Janice Bunting
Executive Director
National Weather Association
exdir@nwas.org