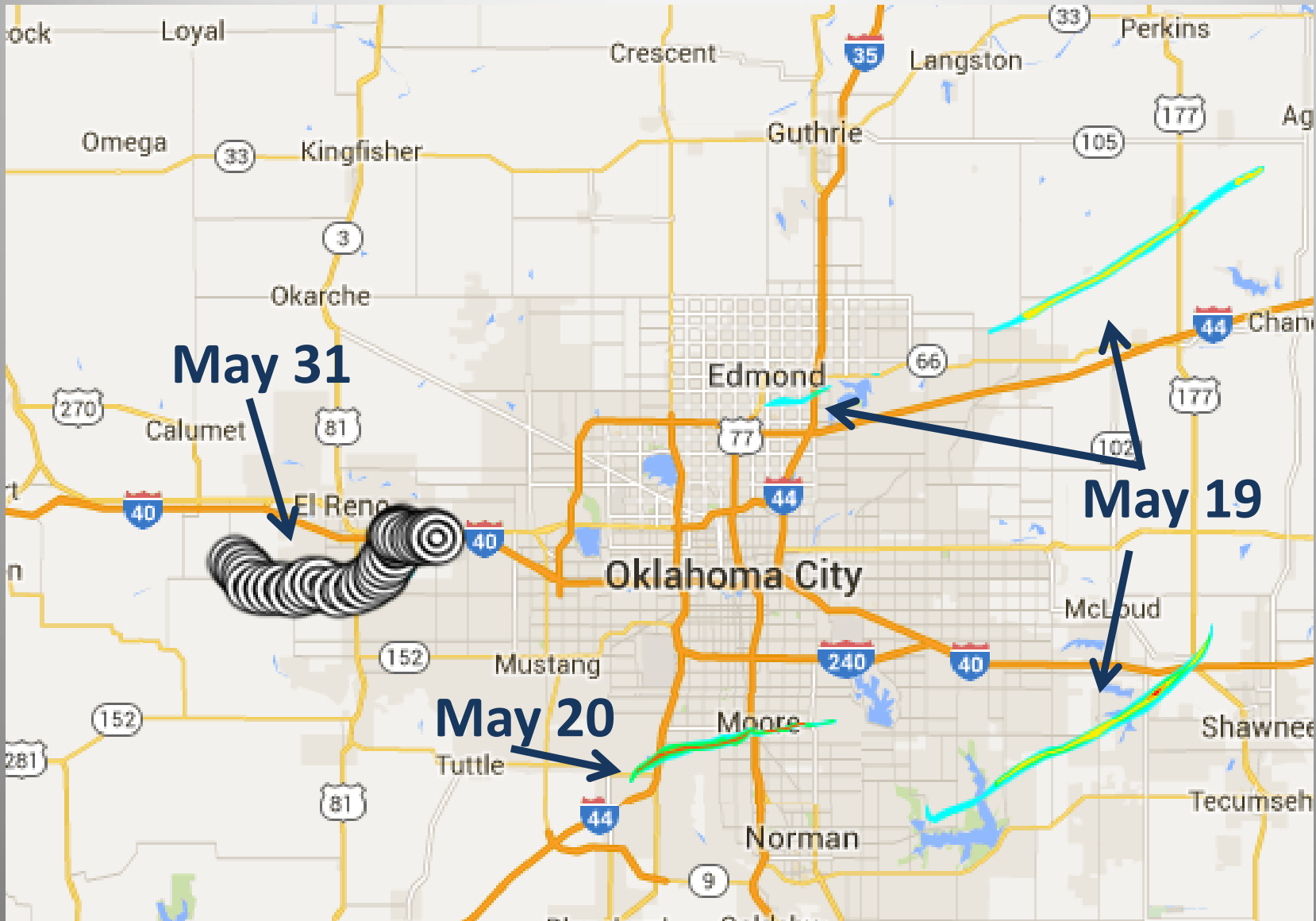


# Communicating Effectively in an Age of Instant Communication

*Janice Bunting - National Weather Association*



# May 2013 Tornadoes





# May 31, 2013

Families took shelter from the tornado in drainage ditches only to be swept away by floodwaters.



# Communication Considerations

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- What forms of communication are viable during and after a disaster?
- Texting maybe the best option.
- Encourage others to have multiple ways to receive hazardous weather information.
- Emotions and fear drive decisions.
- Recent media coverage of disasters can heighten emotional response.
- Work to develop more effective hazardous weather communication is critical.



# January 26-28, 2015 Historic Winter Storm

State	Area	Killed	Injured	Character of Storm
Connecticut	All	0	0	Winter Weather - Blizzard
Massachusetts	Central and East	0	0	Winter Weather - Blizzard
Massachusetts	Coastal Southeast	0	1	Coastal Flood
Rhode Island	Entire State	0	0	Heavy Snow -Blizzard
New York	Eastern and Coastal	0	0	Winter Storm - Blizzard

Source: NOAA\NCEI Storm Data



# January 26-28, 2015 Historic Winter Storm

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With most of the area shutdown due to the storm,  
what was the news story?



# January 26-28, 2015 Historic Winter Storm

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With most of the area shutdown due to the storm,  
what was the news story?

Forecast Models

Accuracy

Competing Forecasts

Commuter Shutdown





# What was missing?



# What was missing?

I had no warning.

Mass casualty news stories

Stories about the blizzard conditions and heavy snow to the east of New York City?

The warnings were heeded so there was a shift in the news focus.





**Registration is Open for the NWA 40th Annual Meeting**

**Oct. 17-22, 2015**

**Oklahoma City, Oklahoma**

Image courtesy of the Oklahoma City Convention & Visitors Center

## **NWA 40th Anniversary**

### **Power of the Past; Force of the Future**

Broadcast Meteorology Workshop  
Student Session (Speed Mentoring, Master Class, DVD Swap)  
General & poster sessions  
Saturday Climate Workshop & Golf Outing  
RON – Research to Operations Nexus  
OU Dual-Pol Radar Course  
NWA Awards Luncheon





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Weather Forecasting, Communication and Service

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connect with others who are  
passionate about weather.***

***Thank You***

*Janice Bunting, Executive Director*

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