

ALMOST SNOWJAM '17

Perception vs. Reality:

How does the public process the information?

Forecast vs Wishcast

- Winter weather in Georgia creates a buzz
- The majority want the WORST case scenario
- The viewer/consumer holds onto the forecast that reflects their desired outcome
- The viewer/consumer is geographically challenged

Wednesday Night: 48 hours out



What is the message?

- Forecast is a challenge and will change
- Define the criteria for the Winter Storm Watch
- The viewer locks on to the “2 to 3 inches”

Thursday Night: 24 hours out



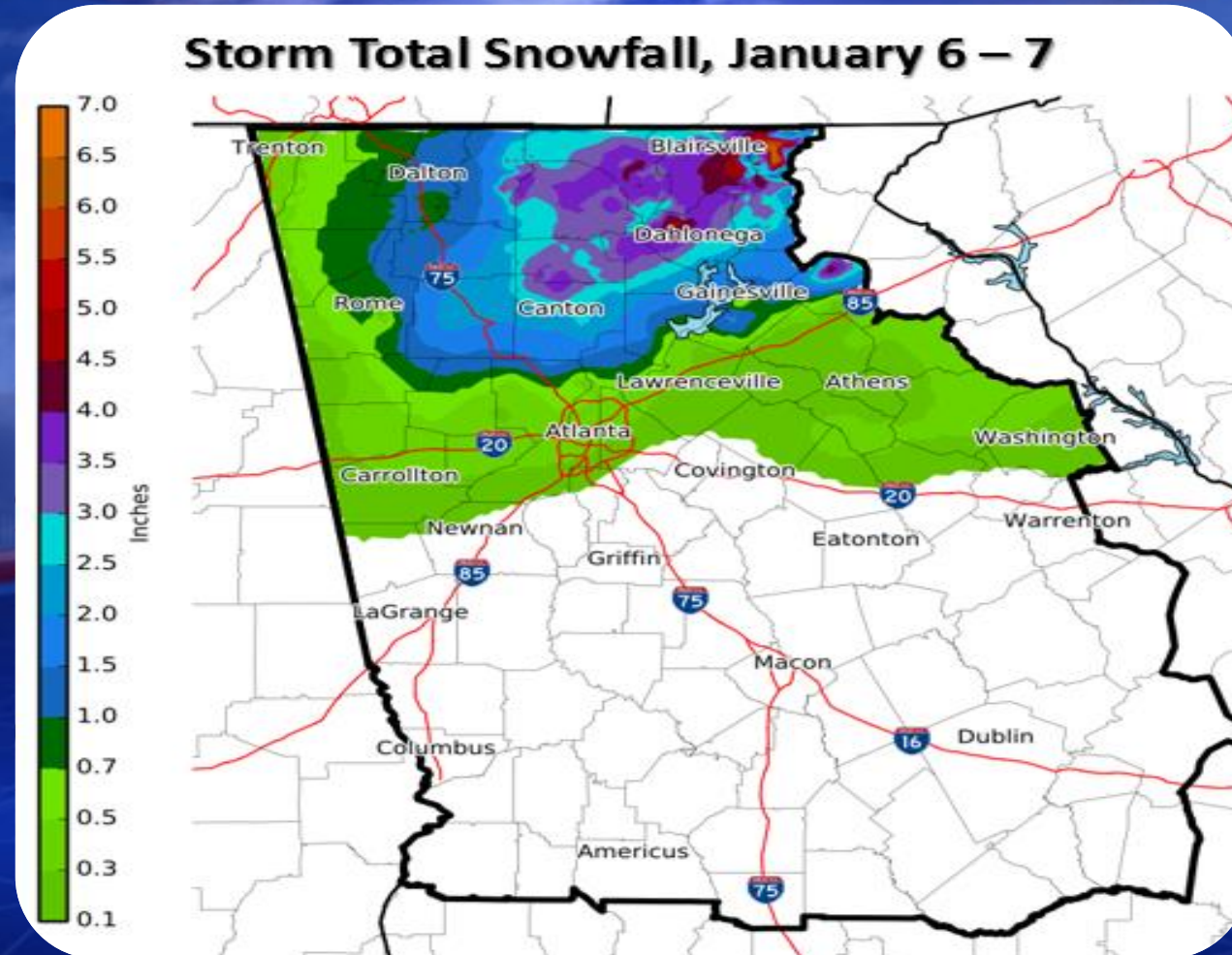
Winter Storm Warning

- Impacts within 24 hours, decision making time
- The graphic says 2-5", what will the viewer remember?
- When will the viewer return for new information, and on what platform?

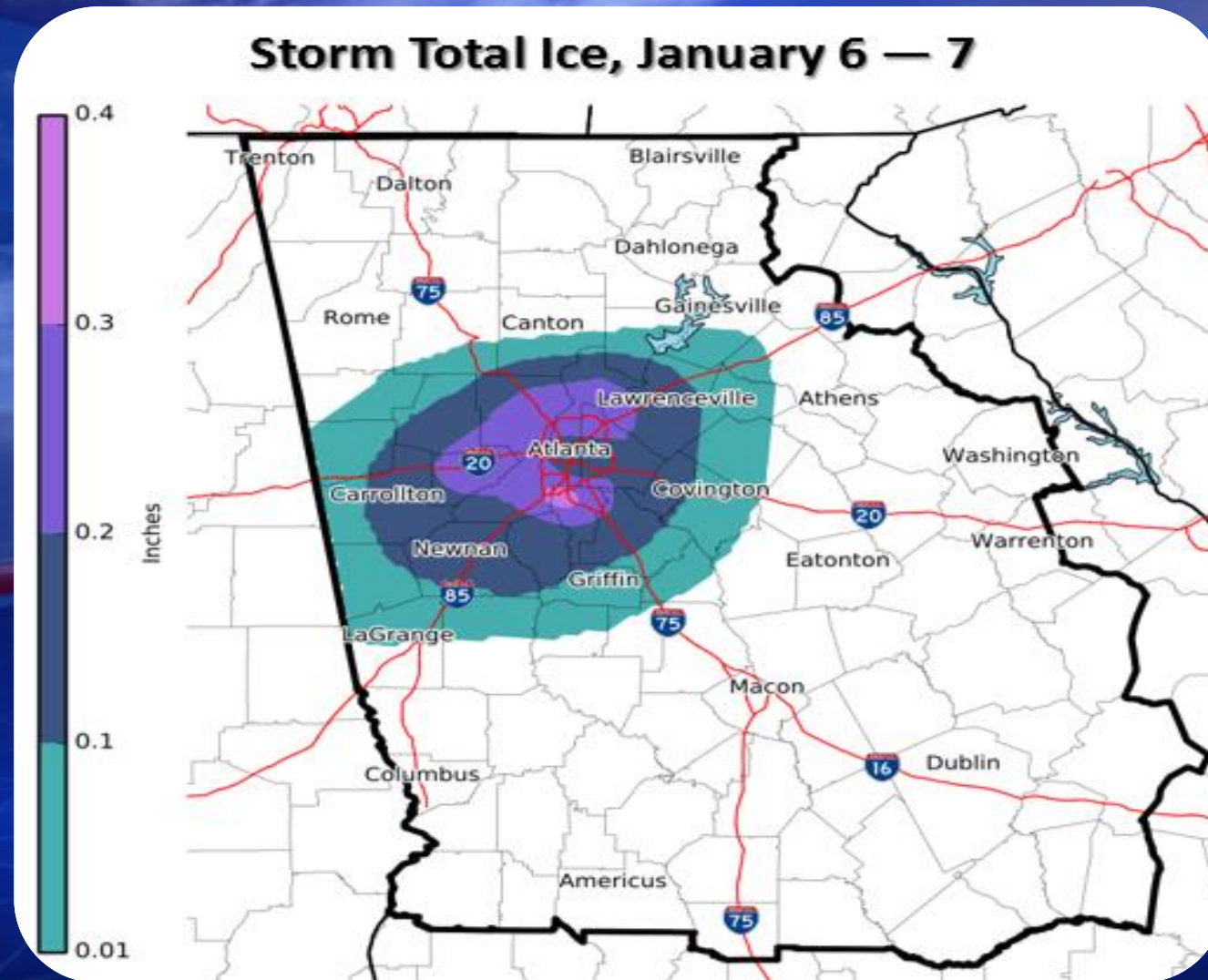
Friday Night



NWS Snow Totals



NWS Ice Accumulation Totals



Takeaways from the event

- Thankful this was a Friday night/Saturday morning event and not a school day
- The “warm nose” altered the outcome, and the snowline; 30 miles south would have been HUGE
- The pre-treatment of the roads by GDOT was key