Digital Reporting During Outbreak

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Before the storm

• What we provide:
  • Let the graphics tell the story: convective outlooks, risk areas (percent chance maps mean more than “slight, enhanced,” etc.)
  • Text provides an explainer

• What people want:
  • Storm timing: “When is this going to hit me?!”
  • Simulated radar reflectivity
  • Explicitly write out each major city affected with the time
During the storm

• Get information up, fast + accurate

• In the field, technology is slow
  • Teammate back at the hub
  • Chase the storm, stop at damage for videos, photos and interviews, then go
  • Guide reporters and photogs to damage

• Posting information
  • Body is short, most updates in comments section

• Try everything!
  • Live stream w/ weather radio
Audience engagement

• Start to finish, front and center
  • Weather drives more feedback than news

• Harness it
  • Facebook and #Twitter
  • “Show us your photos, videos”
  • Constant communication with other MLive hubs
  • We want to know damage locations

• Stick with it
  • Hours, days, weeks after the storm