

# Digital Reporting During Outbreak



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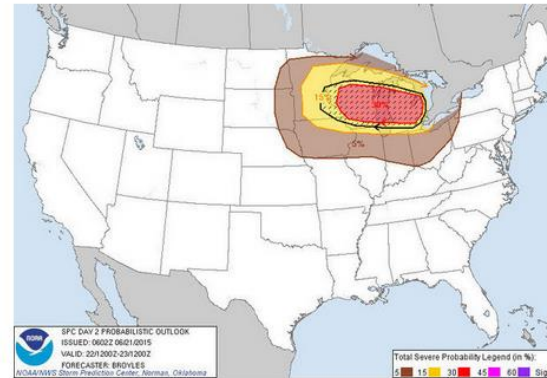
# Before the storm

- 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

PRESENTED BY **SESSION** SESSION IS HEADED TO ANN ARBOR AUGUST 26, 6PM OPEN



## Michigan in bull's-eye for significant tornado possibility Monday



This is the severe weather chance for Monday, June 22, 2015. Most of Lower Michigan is shaded in red, meaning a 30 percent chance of severe storms. The black hatching means there is a 10 percent chance of significant severe weather. (Storm Prediction Center)

316

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By Mark Torregrossa | mtorreg@mlive.com  
 Follow on Twitter  
 on June 21, 2015 at 10:06 AM, updated June 22, 2015 at 9:33 PM

Michigan could have a significant severe weather outbreak Monday, June 22, 2015. This severe weather outbreak could include multiple tornadoes, and even a long-track tornado.

The graphic above shows where the Storm Prediction Center is forecasting severe weather. Most of Lower Michigan is currently shaded in red, meaning there is a 30 percent chance of severe weather within 25 miles of any given point. The black hatching also over Lower Michigan means there is a 10 percent chance of

### JUNE 22 STORMS

Tornado victims work to rebuild lives, homes weeks after storm

Report card on last week's tornado forecast in Michigan

Emergency text message warned 10,000 of tornado in Saginaw County

911 callers describe fear and confusion from Michigan tornado

5 tornadoes struck Michigan.

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### Live Regional Radar



### State Radar Loop

Interactive weather maps including local radar, satellite, severe, forecast maps, and more ...  
[More maps from AccuWeather](#)

### Share your photos



# 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

**Mark Torregrossa** | mtorregr@mlive.com Jun 23, 2015  
 AT 138 AM EDT...A CONFIRMED TORNADO WAS LOCATED NEAR SALINE...MOVING EAST AT 50 MPH. HAZARD...DAMAGING TORNADO. SOURCE...RADAR CONFIRMED TORNADO. IMPACT...FLYING DEBRIS WILL BE DANGEROUS TO THOSE CAUGHT WITHOUT SHELTER. MOBILE HOMES WILL BE DAMAGED OR DESTROYED. DAMAGE TO ROOFS...WINDOWS AND VEHICLES WILL OCCUR. TREE DAMAGE IS LIKELY. THIS TORNADO WILL BE NEAR... ANN ARBOR AND MILAN AROUND 150 AM EDT. YPSILANTI AROUND 155 AM EDT. WILLIS AROUND 200 AM EDT. OTHER LOCATIONS IMPACTED BY THIS TORNADIC THUNDERSTORM INCLUDE PLEASANT LAKE...PITTSFIELD TOWNSHIP...WHITTAKER AND BRIDGEWATER.

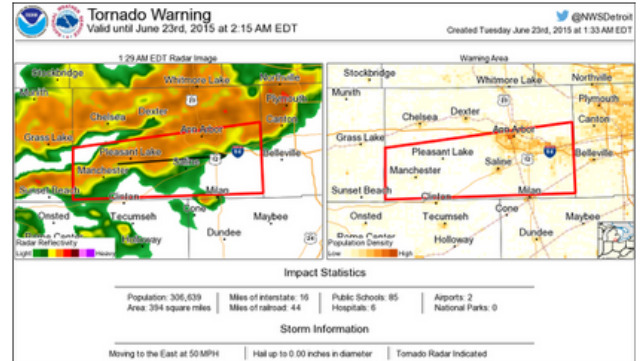
Like Reply

**Karan Singh** Jun 23, 2015  
 Heavy rain in Huron Parkway, Ann Arbor with tornado sirens going off!

After waiting for the whole day, finally a drenching shower!

Like Reply

**Andrew Krietz** | akrietz@mlive.com Jun 23, 2015  
 A tornado warning has just been issued for Washtenaw County until 2:15 a.m. No confirmed reports of a tornado, only radar indicated.



**Andrew Krietz** | akrietz@mlive.com Jun 23, 2015  
 The tornado warning has been canceled.

Like Reply

**Nicole** Jun 23, 2015  
 I know a tornado can't be ruled out, but how are things looking for the southgate/taylor area?

Like Reply

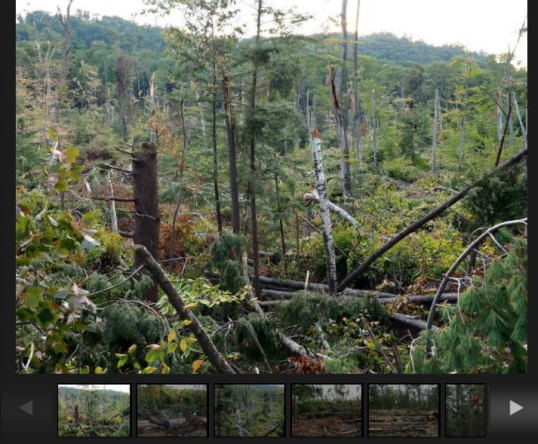
# Audience engagement

- 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

mLIVE Grand Rapids ▾

1  
comment

## 'Nature carries on': Popular Sleeping Bear trail still closed after storms



The Alligator Hill Trail in the Sleeping Bear National Lakeshore park is the only area that remains closed after the August 2 storm. Acres of beech, maple and hemlock have been topped or leveled throughout the forest between D.H. Day Campground and Glen Lake. (Madi Buzaniti / Kalamazoo Gazette)


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By **Andrew Krietz** | [akrietz@mlive.com](mailto:akrietz@mlive.com)  
 Follow on Twitter  
 on August 17, 2015 at 2:26 PM, updated August 17, 2015 at 2:35 PM

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GLEN ARBOR, MI — As most of Sleeping Bear Dunes National Lakeshore returns to a sense of normalcy following devastating storms earlier this month, one popular area remains closed.

Alligator Hill Trail, located south of the **recently reopened D.H. Day Campground**, is cordoned off to guests. It is uncertain when it will reopen, Park Ranger Dennis Hauck said.



**See devastation of Sleeping Bear Dunes landmark from the sky**  
 Jake Therrien's video shows the destruction on Alligator Hill caused by the Aug. 2, 2015 storm.

### House Sex Scandal



#### Courser, Gamrat return to work amidst scandal probe


- Speaker rejects Gamrat's apology offer
- Former aide says he was 'asked to turn a blind eye' to affair
- Watch Rep. Cindy Gamrat's full apology

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**More severe weather, tornadoes possible in Michigan Wednesday**