DUST STORMS (OR HABOOBS)

• Arguably our biggest weather “problem”

• Can be the “most viral” of all our Arizona weather threats

• Captures the awe of people across the country and the world (unlike lightning, flooding, etc… massive dust storms do not happen in very many places.)
DUST STORMS – SOCIAL MEDIA ENGAGEMENT

Amber Sullins

Amazing shot from my buddy Troy Barrett in AIR15 this morning!

8,413 People Reached
579 Likes, Comments & Shares
416 Likes
87 Comments
76 Shares

634 Post Clicks
233 Photo Views
0 Link Clicks
401 Other Clicks

NEGATIVE FEEDBACK
6 Hide Post
0 Report as Spam
2 Hide All Posts
0 Unlike Page
DUST STORMS: PROBLEM FOR TV COVERAGE

• It’s TV…we need visuals!

• We have options in town, but dust storms originate where we don’t have many people or cameras.

• We must rely heavily on weather spotters, chasers, tweets from ADOT or DPS, etc… to help us with initial detection.
DUST STORMS – What tools do we have for detection?

- Understanding of the area:
  - Where do we have storms?
  - Are they collapsing/downbursting?
  - Is that happening over the open desert?
  - Is the ground dry or saturated…?
  - If we suspect dust, we can send the chopper
  - NEW this year: Dust detection network (Ken Waters)
When dust gets high enough, we see it on radar by looking for outflow boundaries.
AIR15 – GREATEST ASSET FOR TRACKING DUST STORMS

CONS:

- Expensive to fuel, staff and maintain so we no longer have our own. We share with Ch. 12 and Ch. 10. Everyone has to agree on where to send chopper and what they’re going to cover.
- Can only be up for 1.5 hrs before they need to refuel. Often interrupts our coverage.
- No chopper staff on the weekends
LIVE cutin on ABC15 from September 3rd, 2015
We continued LIVE coverage on ABC15.com and ABC15 mobile from 1-4 p.m. on September 3rd, 2015 during the dust threat.

5,500 viewers tuned in on their mobile devices!

(One of the biggest #s of the year for live video. Only comparable day that was not weather-related was the freeway shootings coverage.)
So what do we need from all of you?

- Tweets/emails at first sight of blowing dust. Please include location and video. (shoot landscape/horizontally not vertically!) Email: share@abc15.com

- Phoners: call in and talk to us about what you are seeing on TV or on ABC15 mobile (app and online coverage). DPS/ADOT can also provide safety tips/stats. You can send these to us ahead of time and we can make graphics to use all season long. Phone: (602) 685-6351

- The media may be the primary messenger but it takes an entire community to work together to keep people safe.

Photo courtesy of Eric English, ABC15 Photojournalist