

coverage you can count on



Wildfire Smoke and Health Risk Communication Workshop

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Chief Meteorologist – WRAL-TV

September 23, 2016

OUTLINE FOR TODAY

coverage you can count on



- **WARNINGS-THE GOOD, THE BAD AND THE UGLY**
- **IS THERE A DOWNSIDE TO BEING HONEST?**
- **OTHER OBSTACLES WITH COMMUNICAITON**
- **SHARED RESPONSIBILITY**

TORNADO WARNINGS

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- **PERCEIVED AS MOST DANGEROUS AND IMMINENT**
- **HIGH FALSE ALARM RATIO**
- **CRY WOLF SYNDROME**
- **DON'T BE MAD, BE THANKFUL!**

TORNADO WARNINGS

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- **75% OF TORNADO WARNINGS ARE FALSE ALARMS**
- **NOAA WEATHER RADIO STILL COUNTY BASED**
- **SMART PHONES/APPS/WEATHERCALL USE POLYGONS**
- **BUT STILL PERCEPTION OF OVERKILL**

APRIL 16, 2011

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- **30 TORNADOS IN NORTH CAROLINA**
- **24 FATALITIES**
- **SEVERAL HUNDRED INJURED**

APRIL 16, 2011

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BULLETIN - EAS ACTIVATION REQUESTED
TORNADO WARNING
NATIONAL WEATHER SERVICE RALEIGH NC
312 PM EDT SAT APR 16 2011

THE NATIONAL WEATHER SERVICE IN RALEIGH HAS ISSUED A

* TORNADO WARNING FOR...

NORTH CENTRAL HARNETT COUNTY IN CENTRAL NORTH CAROLINA
NORTHEASTERN LEE COUNTY IN CENTRAL NORTH CAROLINA
EASTERN CHATHAM COUNTY IN CENTRAL NORTH CAROLINA
SOUTHWESTERN WAKE COUNTY IN CENTRAL NORTH CAROLINA
SOUTHEASTERN DURHAM COUNTY IN CENTRAL NORTH CAROLINA

- UNTIL 400 PM EDT

APRIL 16, 2011

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*AT 310 PM...DOPPLER RADAR INDICATED A TORNADO OVER NORTHERN LEE COUNTY JUST NORTHWEST OF SANFORD. THIS IS AN EXTREMELY DANGEROUS AND LIFE THREATENING SITUATION. SEEK SHELTER NOW.

* LOCATIONS IMPACTED INCLUDE...
HOLLY SPRINGS...NEW HILL...
APEX...CARY...
LAKE WHEELER...GARNER...
RALEIGH...

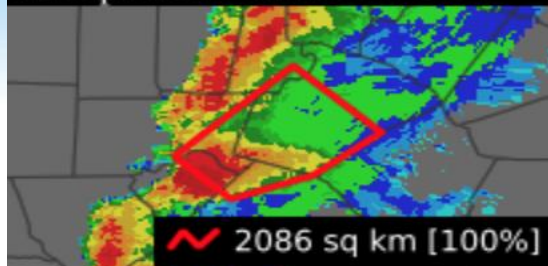
APRIL 16, 2011

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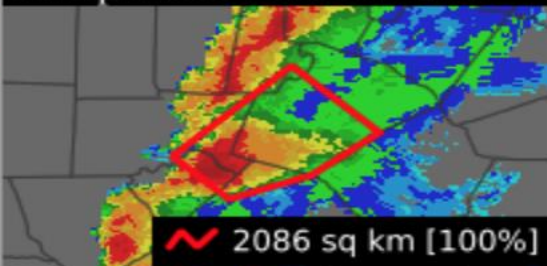
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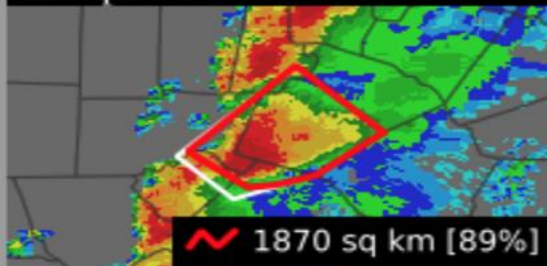
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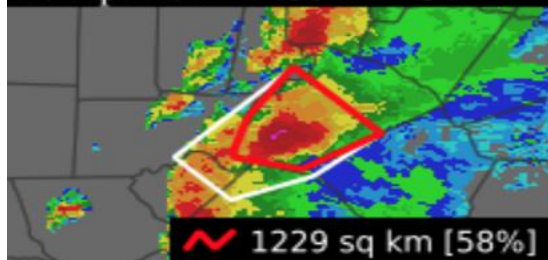
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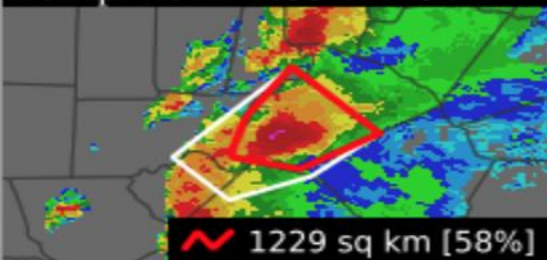
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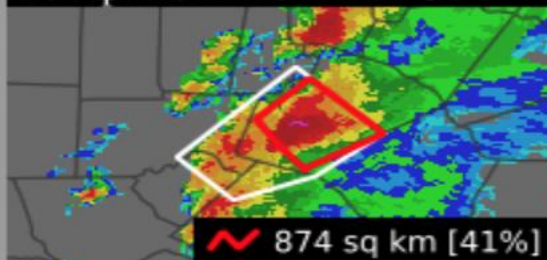
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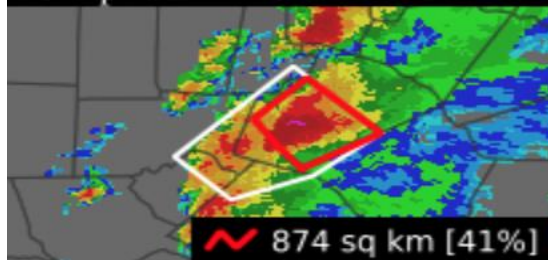
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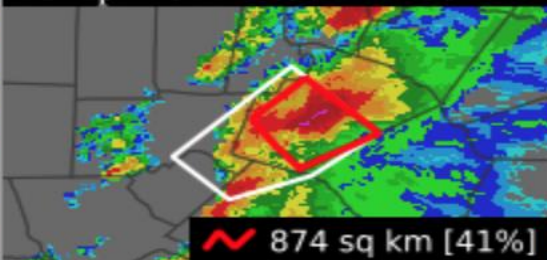
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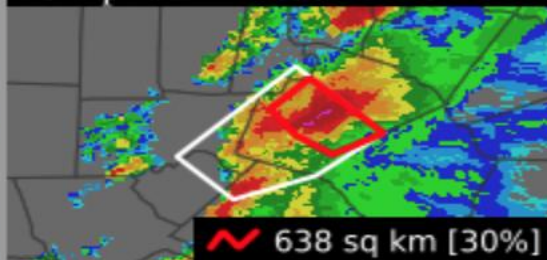
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THE SANFORD WARNING

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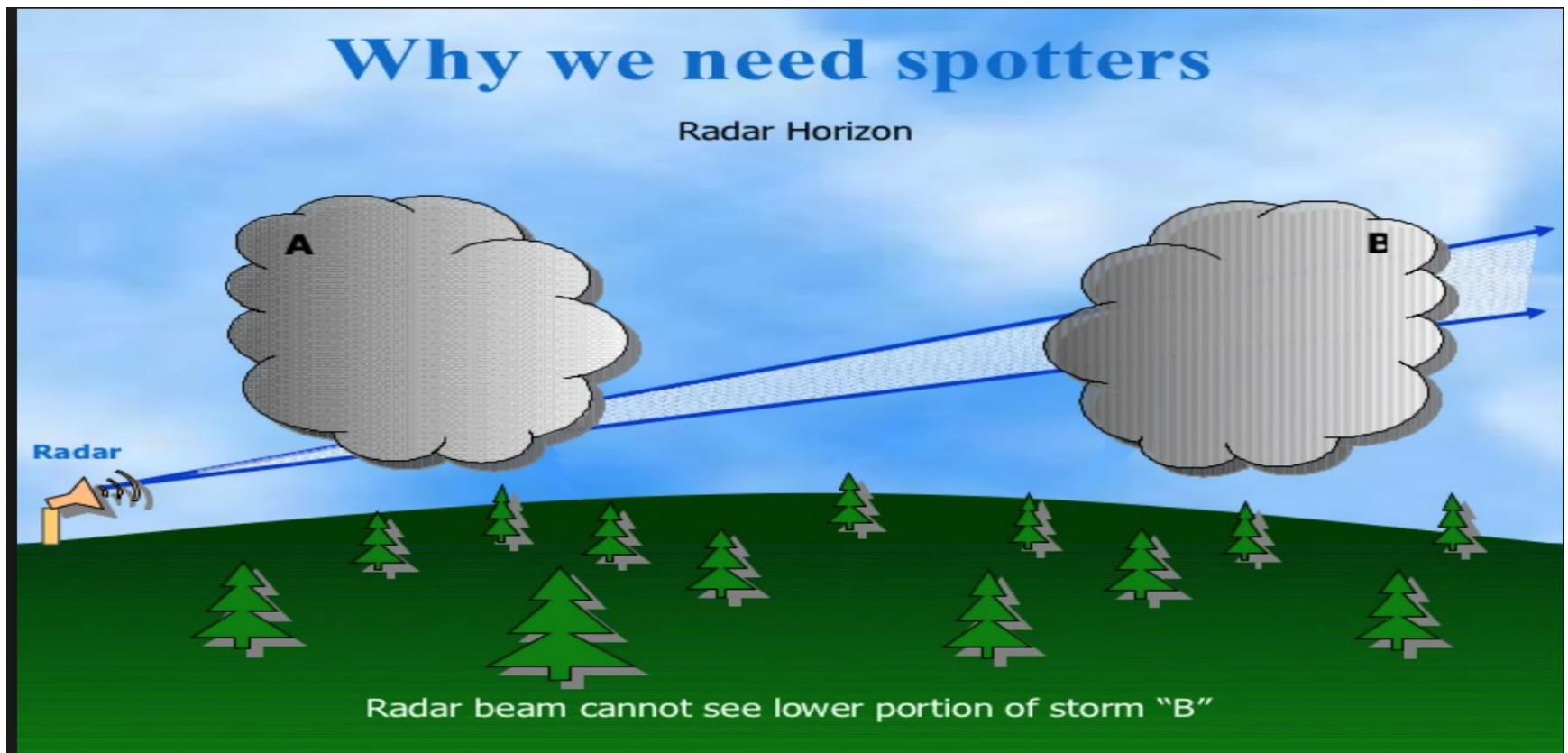
- **805 SQUARE MILES WITH POLYGONS**
- **2724 SQUARE MILES “THE OLD WAY”**
- **APPROXIMATELY 35 MILES IN LENGTH, 17-26 MILES WIDE**
- **SO IMAGINE A MILE WIDE EF3 TORNADO COMING STRAIGHT FOR YOUR HOME WITH A 35 MILE PATHLENGTH. THAT’S 35 SQ MILES (4.3%/1.3%) OF ABOVE.**

THE SANFORD WARNING

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- AND THEN THERE'S THE "RADAR INDICATED TORNADO"

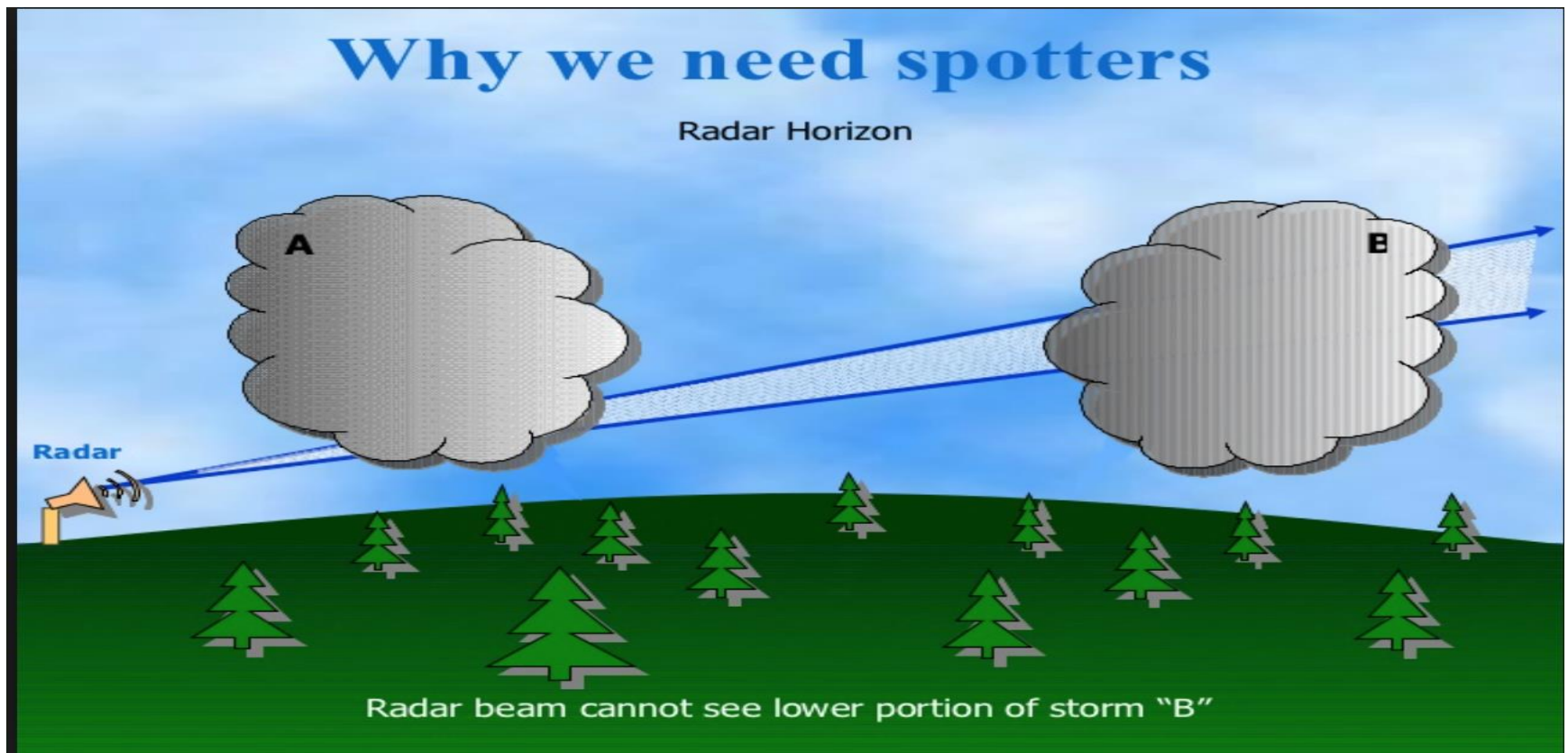


DOES HONESTY HURT US?

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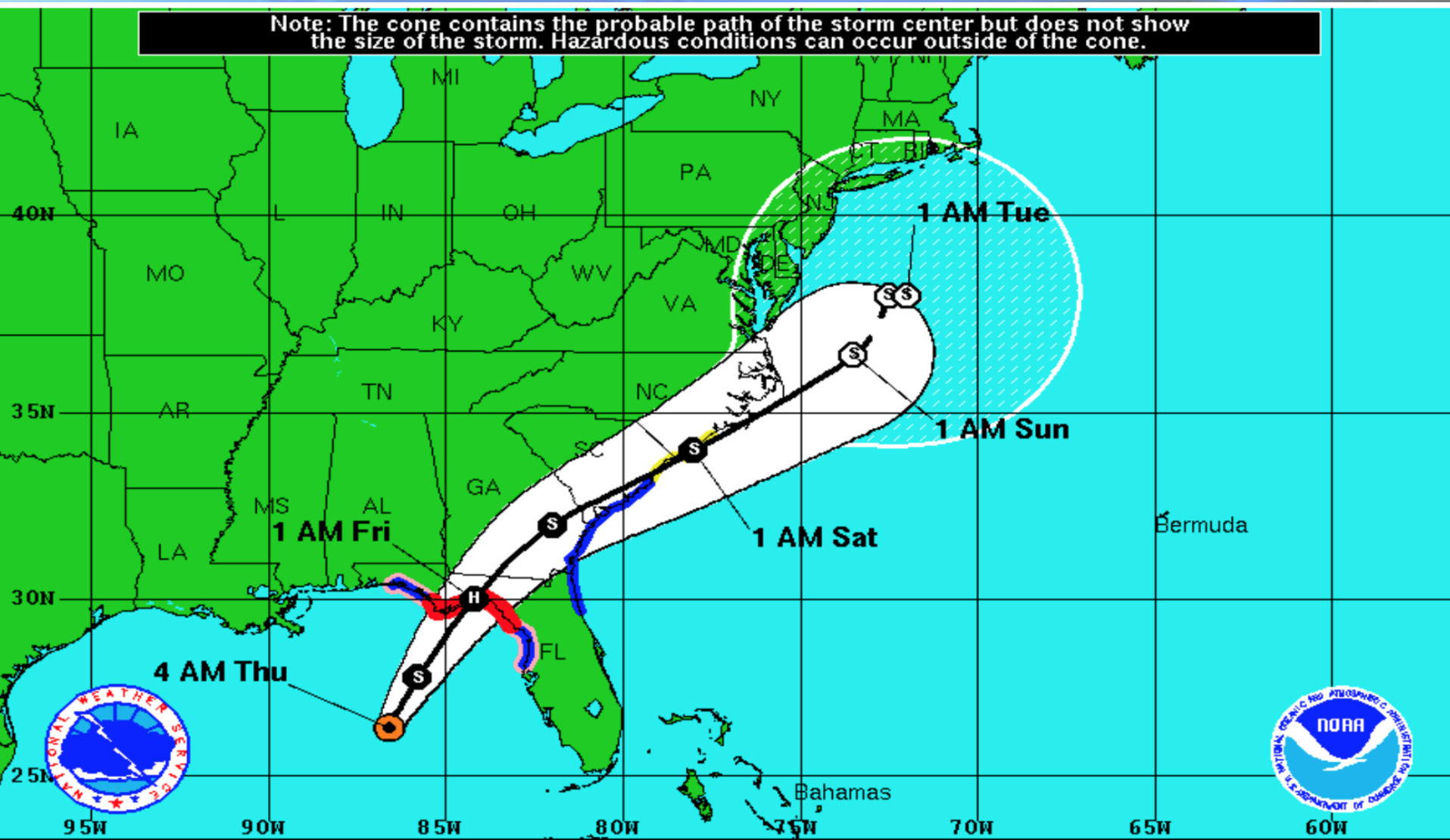


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Note: The cone contains the probable path of the storm center but does not show the size of the storm. Hazardous conditions can occur outside of the cone.

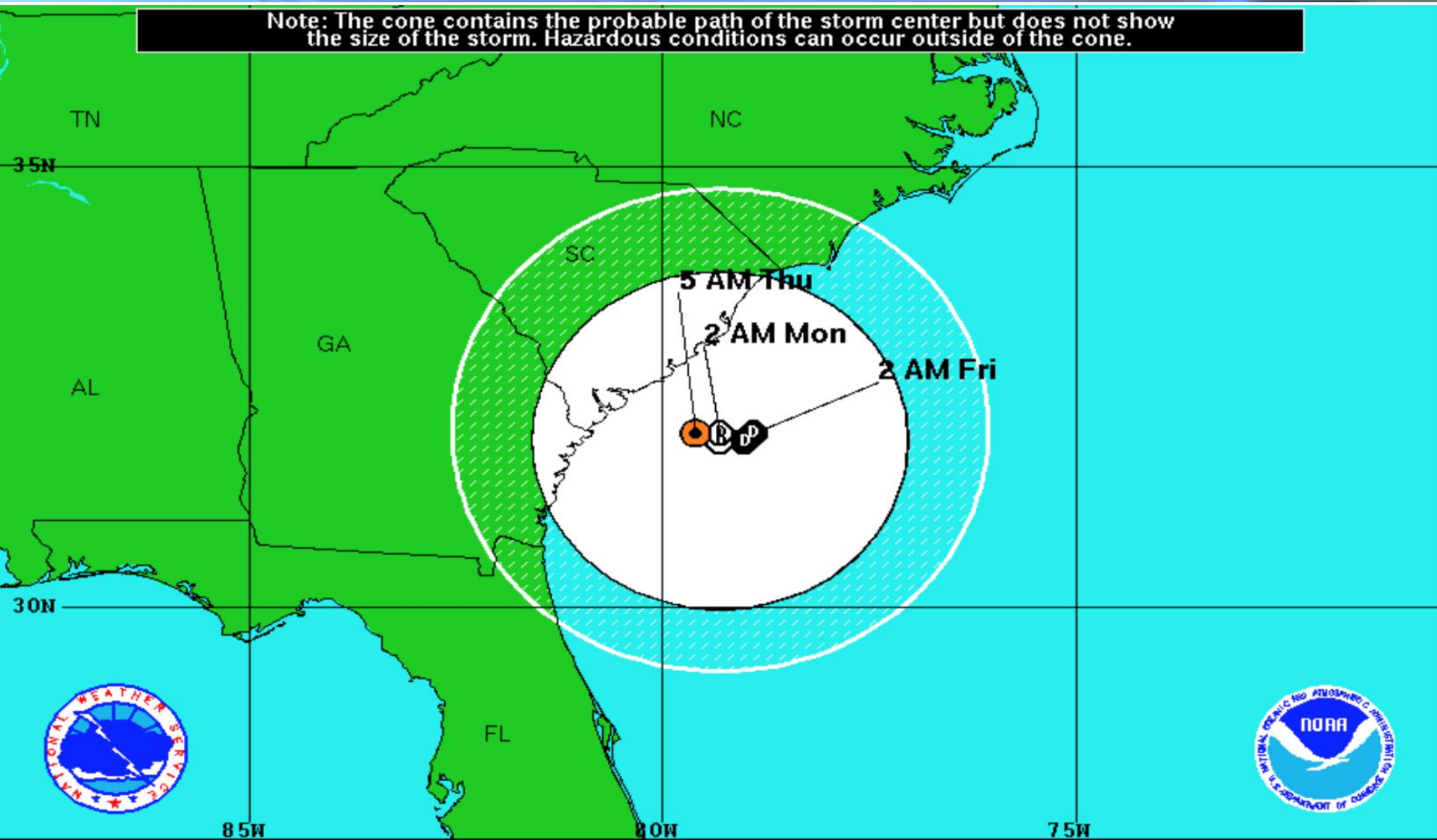


DOES HONESTY HURT US?



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AND WATCH OUT FOR THOSE BUZZ WORDS

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- **“CLIMATE”**
- **“ENVIRONMENTAL”**
- **“GOVERNMENT”**
- **YOU’RE NOT WARNING US, YOU’RE TRYING TO TAKE MORE AND MORE CONTROL OF OUR LIVES!**
- **SIGH.....**

SHARED RESPONSIBILITY

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- **IN THE END, COMMUNICATION IS A TWO WAY STREET.**
- **WE MUST ALWAYS STRIVE FOR BETTER COMMUNICATION, BUT....**
- **THE USER HAS A RESPONSIBILITY TO TRY AND UNDERSTAND THE INFORMATION THEY HAVE BEEN FED.**

THANK YOU!

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- **QUESTIONS, COMMENTS???**