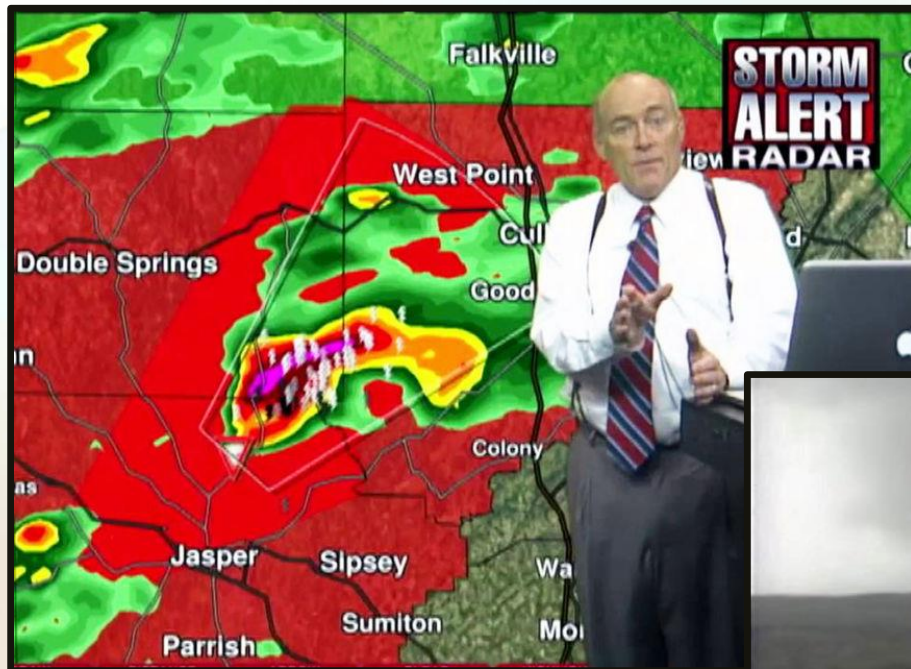


Using Video to Communicate Weather Hazards

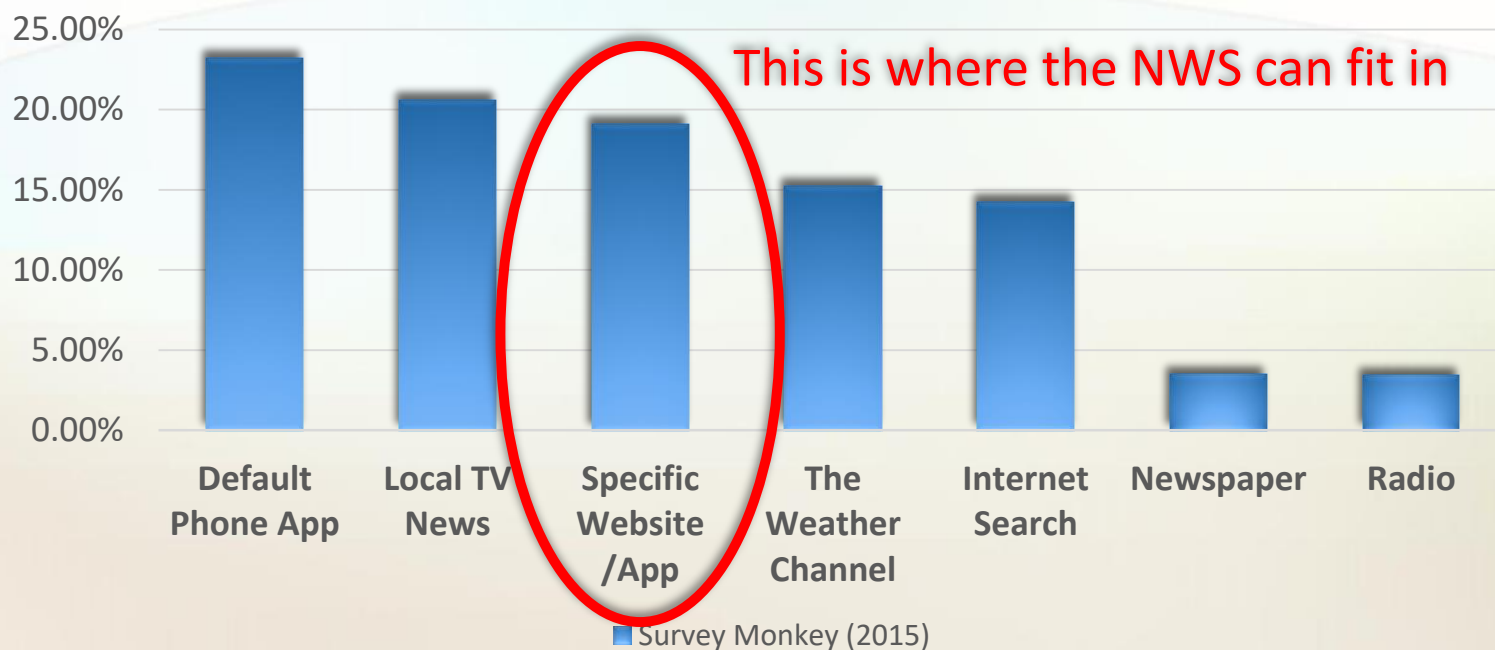


Jason Laney
Tim Brice
Connor Dennhardt

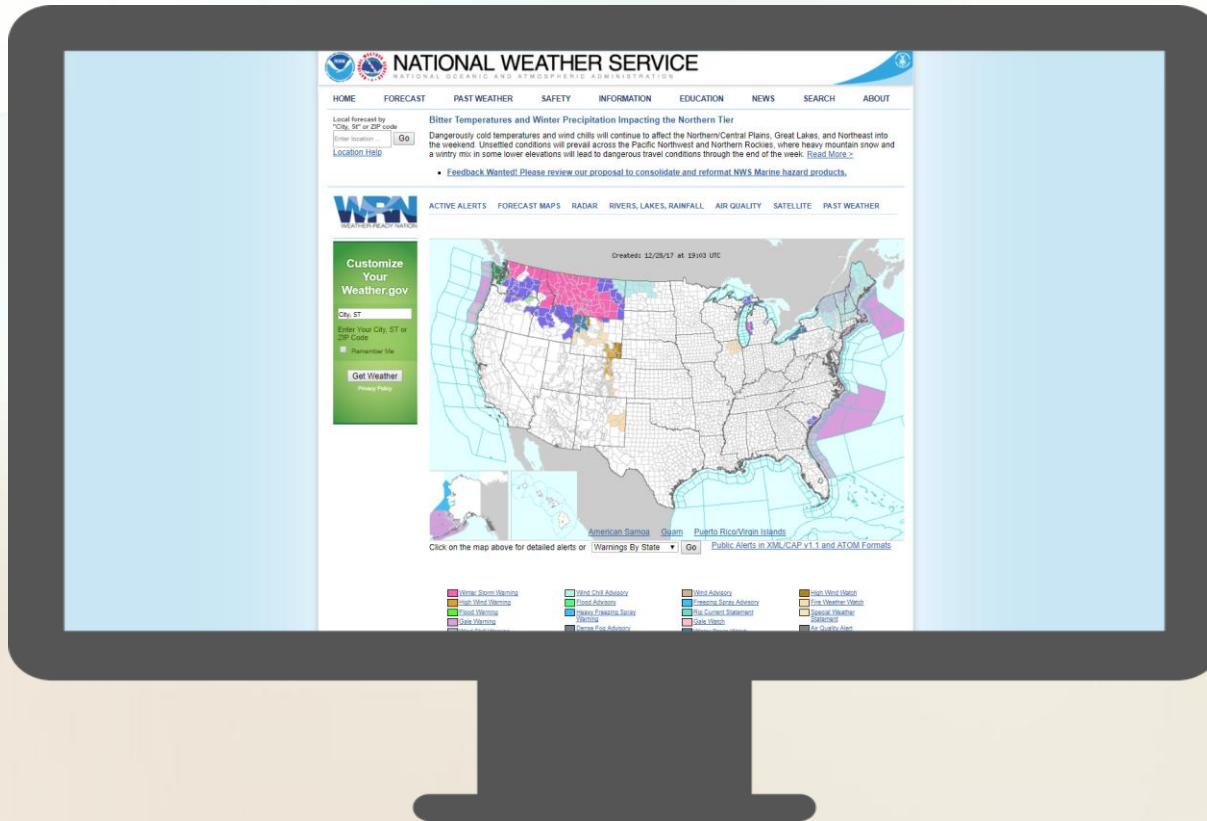
Broadcast Media (The Pro's Know)



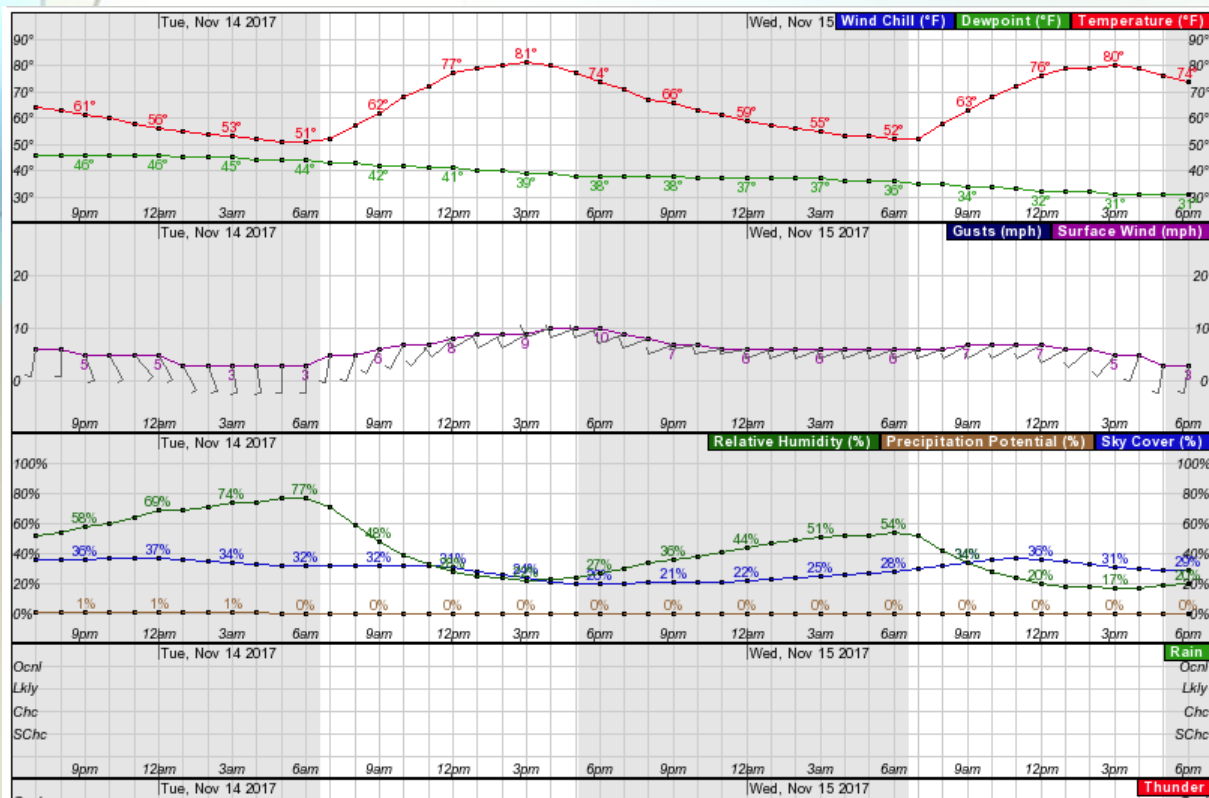
Where People Get Their Weather



www.weather.gov



A Picture is worth a 1000 Words!



.SYNOPSIS...

Dry and mild weather will continue through the work week for the borderland, with passage of occasional high clouds. Winds will be light to breezy most days, with marginally windy conditions possible Friday, as an upper level trough moves through the four corners. It may also turn cooler next weekend, with a cold front forecast into our area by that time.

&&

.DISCUSSION...

Latest MW imagery depicts broad westerly flow across the western states, with unseasonable strong high pressure aloft over northern Mexico directing some ST jet energy and embedded weak disturbances northward over the four corners. To the north, the PAC jet is found over OR/WA. Area soundings continue to depict dry mid levels with the presence of low level moisture that has deepened overnight east of the Guadalupe mountains. Intrusion of additional Gulf of Mexico moisture overnight had resulted in development of pre-dawn low cloud cover across portions of Hudspeth county. From the additional moisture, sfc dewpoints were running roughly 5-10 degrees higher this afternoon, with readings ranging from the middle 30s in northern Grant county to near 50 in Hudspeth county.

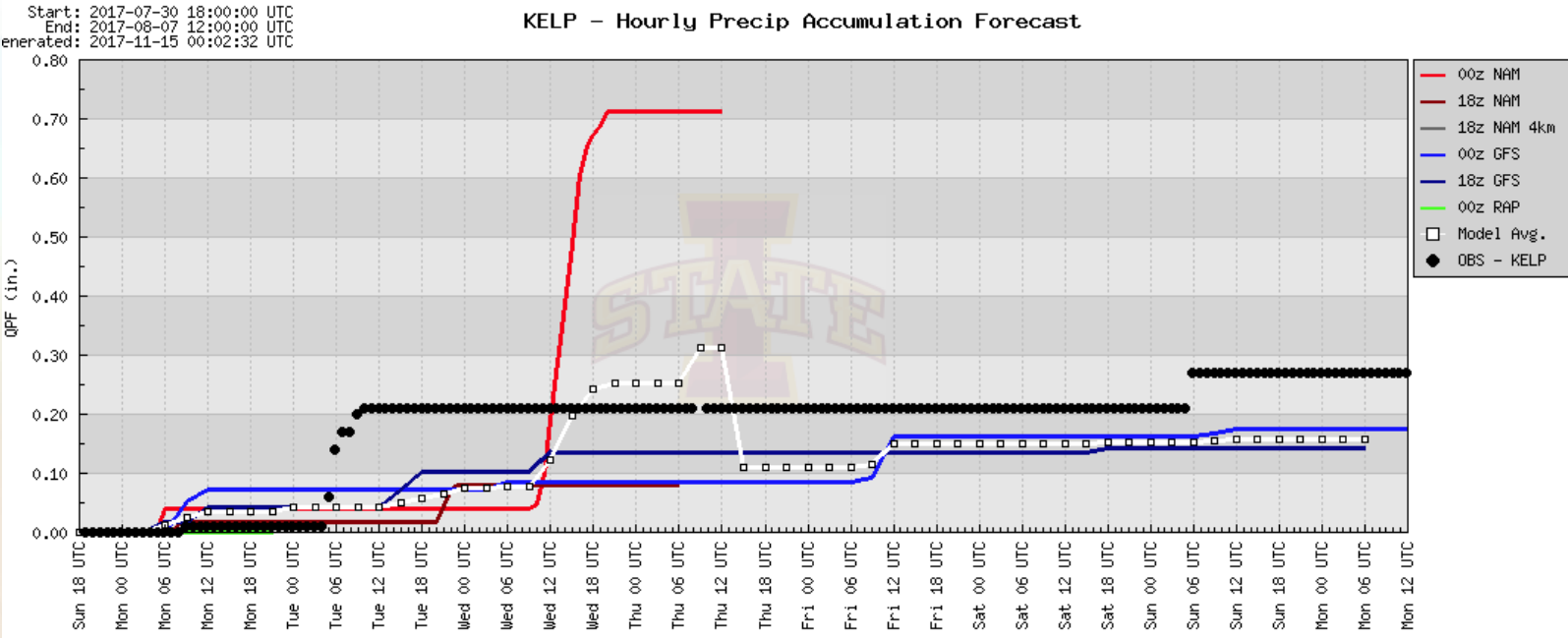
Ridge extending northward from the NW Mexico high will begin to break down Tuesday afternoon, as the westerly flow carries more disturbances across the northwest and central rockies. The strongest feature will quickly move through the four corners Friday, with the GFS and ECMWF solutions rebuilding the ridge over the weekend.

By early the following week, model forecasts depict a disturbance to track southeast through the four corners and New Mexico, however the GFS is the more aggressive solution in potentially developing precipitation in southern NM.

Highs will remain 10 to 15 degrees or more above normal through Friday, then take a sharp dive with readings near normal on Saturday.

POSSIBLE WEST WIND IMPACTS FRIDAY:

Cross winds and channelled blowing dust. Momentum mix down of strengthened winds aloft ahead of our trough late in the week, and development of lee side sfc trof over the TX panhandle/NM plains will result in breezy to marginally windy conditions Friday for the borderland. Latest guidance suggests sustained wind speeds 15-25 mph with gusts to 35 mph late Friday morning and afternoon.



Then this is Priceless!



SO WHY IS VIDEO SO MUCH MORE EFFECTIVE?

THE FUSIFORM FACIAL AREA MAKES US PAY ATTENTION TO FACES

THIS IS AN ACTUAL BRAIN FUNCTION THAT HARD-WIRES US TO USE THE HUMAN FACE AS A GATHERING POINT FOR INFORMATION AND BELIEVABILITY.



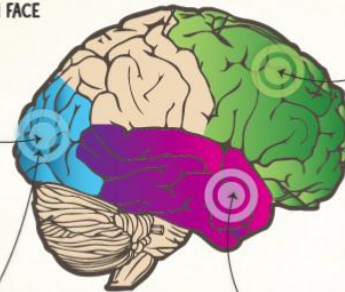
EMOTIONS ARE CONTAGIOUS

HERE'S A SUBTLE BUT POWERFUL ASPECT THAT WE MAY TAKE FOR GRANTED. THE BODY LANGUAGE OF EMOTIONS IS APPEALING AND WE NATURALLY LOVE TO SHARE.



MOVEMENT GRABS ATTENTION

ANOTHER TRAIT THAT RUNS DEEP IN OUR COLLECTIVE ANTHROPOLOGICAL DNA IS THE POWER OF PERIPHERAL MOTION. SINCE THE STONE AGE, WE'VE SURVIVED BY NOTICING THINGS IN MOTION – LOOKS LIKE WE STILL DO!



VOICE CONVEYS RICH INFORMATION

THE SIMPLE SOUND OF A HUMAN VOICE SPEAKING TO US HAS AN AMAZING WAY OF CONVERTING INFORMATION INTO MEANINGFUL CONTENT.



Courtesy:
Neil Patel
www.quicksprout.com

Benefits of Using Video

- Humanizes the message (public more receptive)
 - Displays nonverbal communication (55% of all communication)
 - Gives us the ability to use body language and tone to measure severity
 - A human voice/face increases trust in our message
 - Allows us to “bring it all together” utilizing multiple mediums
 - Improves audience engagement (taking the proper actions)
- * Brings the meteorologist directly to the customer!




Harnessing the Power of Social Media



Effective Use of Social Media



- Social Media is not consumed the same way
- Different apps/websites have different uses

			
Order	Algorithm	Chronological	Algorithm
Video Length	1-15 minutes	10-60 seconds	Any length
Lifespan	0-24 hours	0-1 hour	1-7 days
Immediate?	No*	Yes	No

* Facebook Live!



Harnessing the Power of Social Media



- Live Streaming Anytime (including archived online video)
 - * *Alerts followers that we are going live immediately*
- Perfect for synoptic scale outlooks & intermediate updates
- Easy communication of forecast, hazards, & uncertainties
- Allows for real-time two way interactions

Facebook Live (Winter Weather)



Jason Laney
NWS El Paso

Abdul Dominguez · 15:50 Saludos y gracias por la información!
Like · Reply · 1w

Tim Brice · 1:29 Looking and sounding good
Like · Reply · 1w

Humberto Cruz · 8:46 Is silver city getting more snow?
Like · Reply · 1w

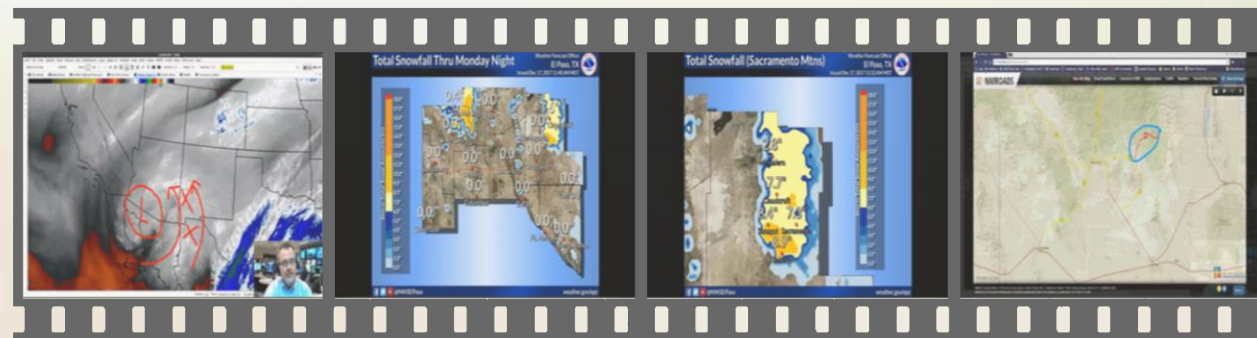
US National Weather Service El Paso Texas · I think you will at least see a little more snow overnight. Not a lot, but some snow for sure.
Like · Reply · 1w
View more replies

Gustavo Gonzalez · 3:52 Don't mean to look ahead, but I hear there is a chance of snow in el paso Christmas eve, is this true?
Like · Reply · 1w

US National Weather Service El Paso Texas · Not looking too good for that right now.
Like · Reply · 1w
View more replies

Ady Veritas · 8:34 We have new years eve run,
Write a comment...

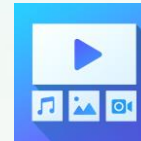
Facebook Live (Winter Weather)



Harnessing the Power of Social Media



Twitter



- Briefly preview or draw attention to upcoming events
- Quick video updates to ongoing events
- Perfect platform for “InstaVid” type video collages
- Sharing spotter video reports



Twitter (Windy Day)



NWS El Paso @NWSEIPaso · Dec 21

Despite today being the first day of winter, we will be warm and windy. Remember to secure those Christmas decorations.

vs.



NWS El Paso @NWSEIPaso

Despite today being the first day of winter, we will be warm and windy. Remember to secure those Christmas decorations.



8:43 AM - 21 Dec 2017

4 Retweets 14 Likes



1 4 14

Harnessing the Power of Social Media

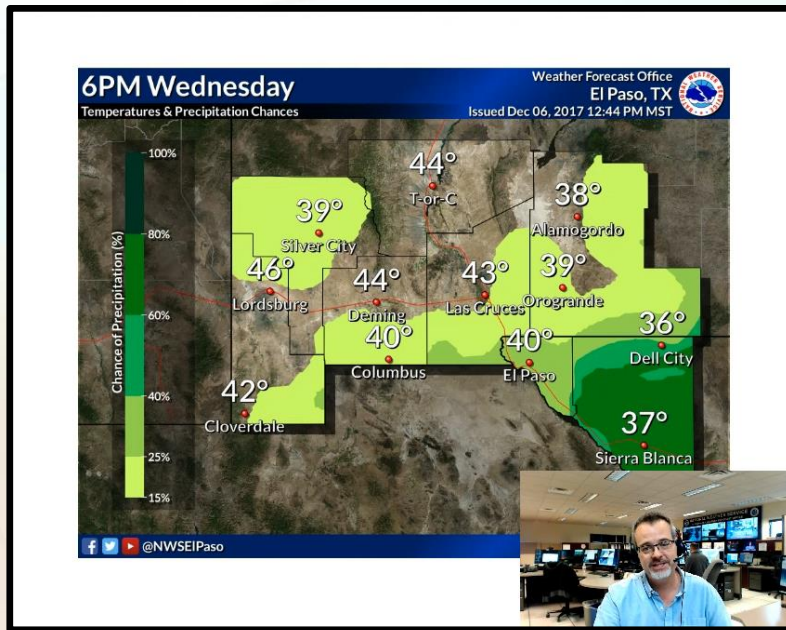


YouTube

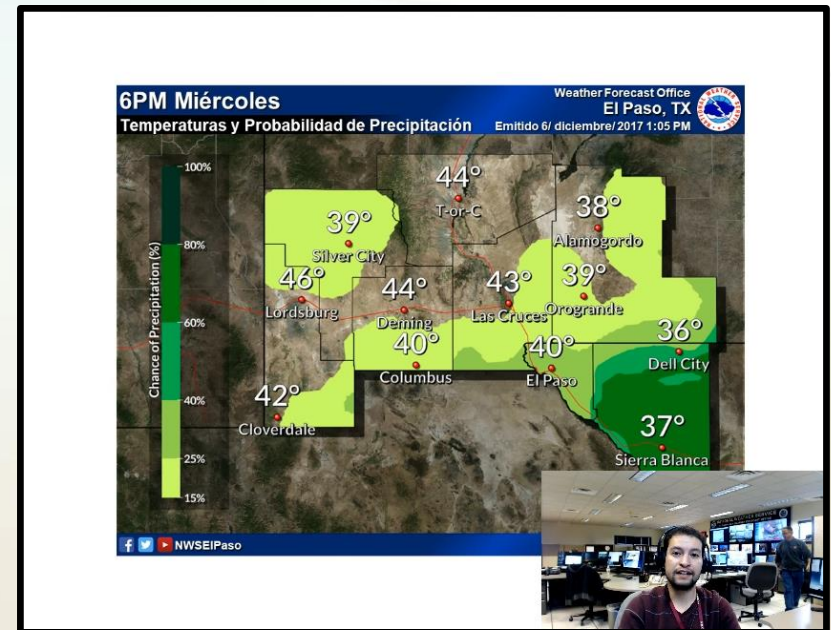
- Used for detailed forecast briefings
 - * Primarily aimed at core partners
- Ability to produce educational videos
- Videos generally intended to be permanent



YouTube Channel



Partner Briefing (English)



Partner Briefing (Spanish)

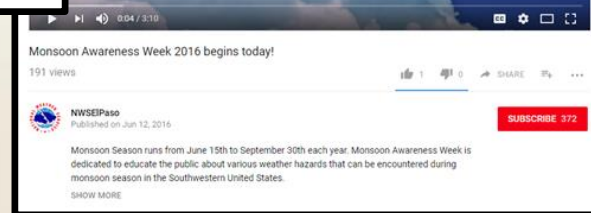


YouTube Channel

Educational Hangouts



Educational Videos



Awareness Campaigns

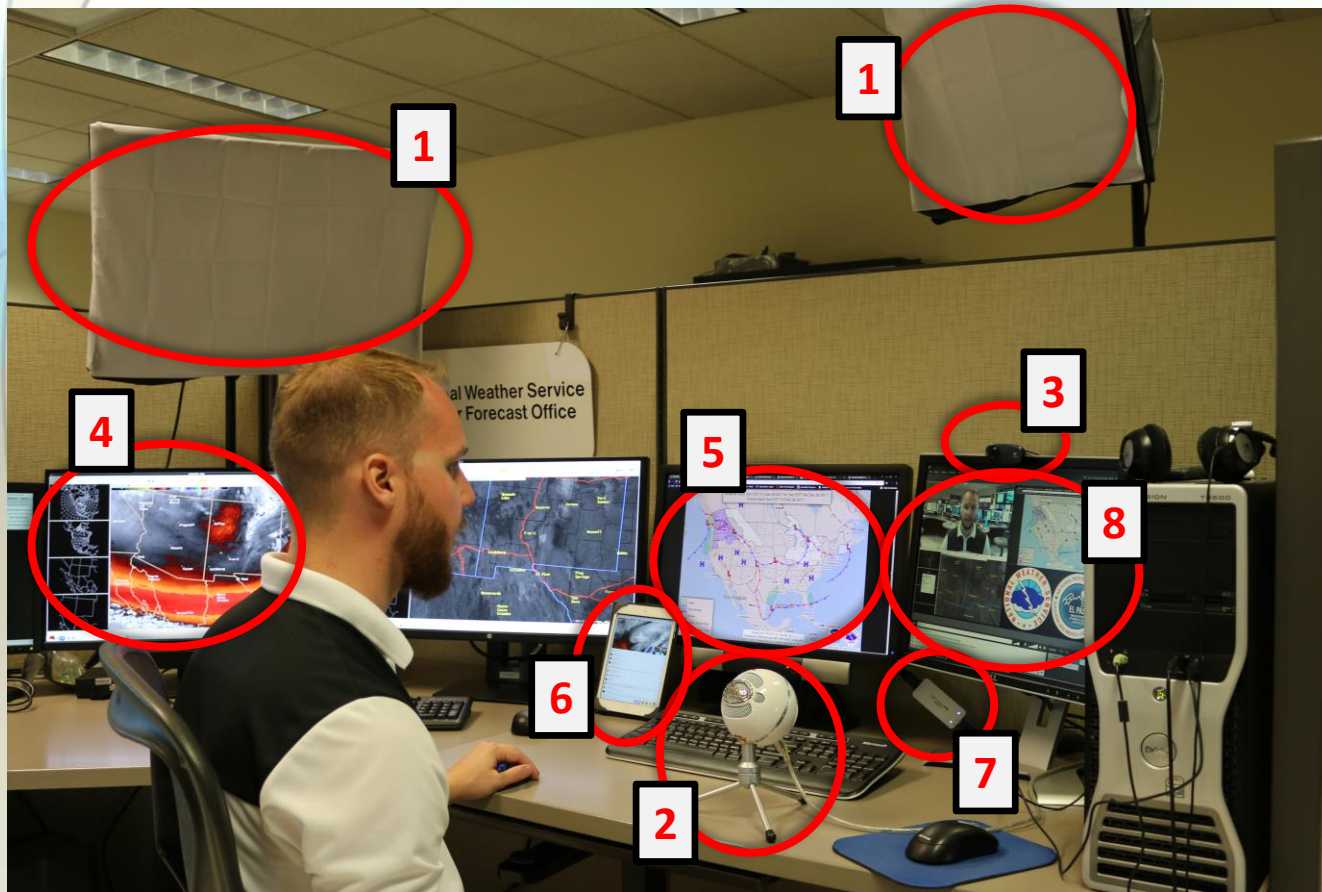


Skype & Hangouts

Great for interviews with local and national media partners



How we do it...



1. Studio Lighting
2. Quality Microphone
3. HD Web Camera
4. AWIPS II Display (Maps)
5. PC Display (Multi-Source)
6. IPAD (monitor comments)
7. Video Capture Card
8. X-Split Broadcaster

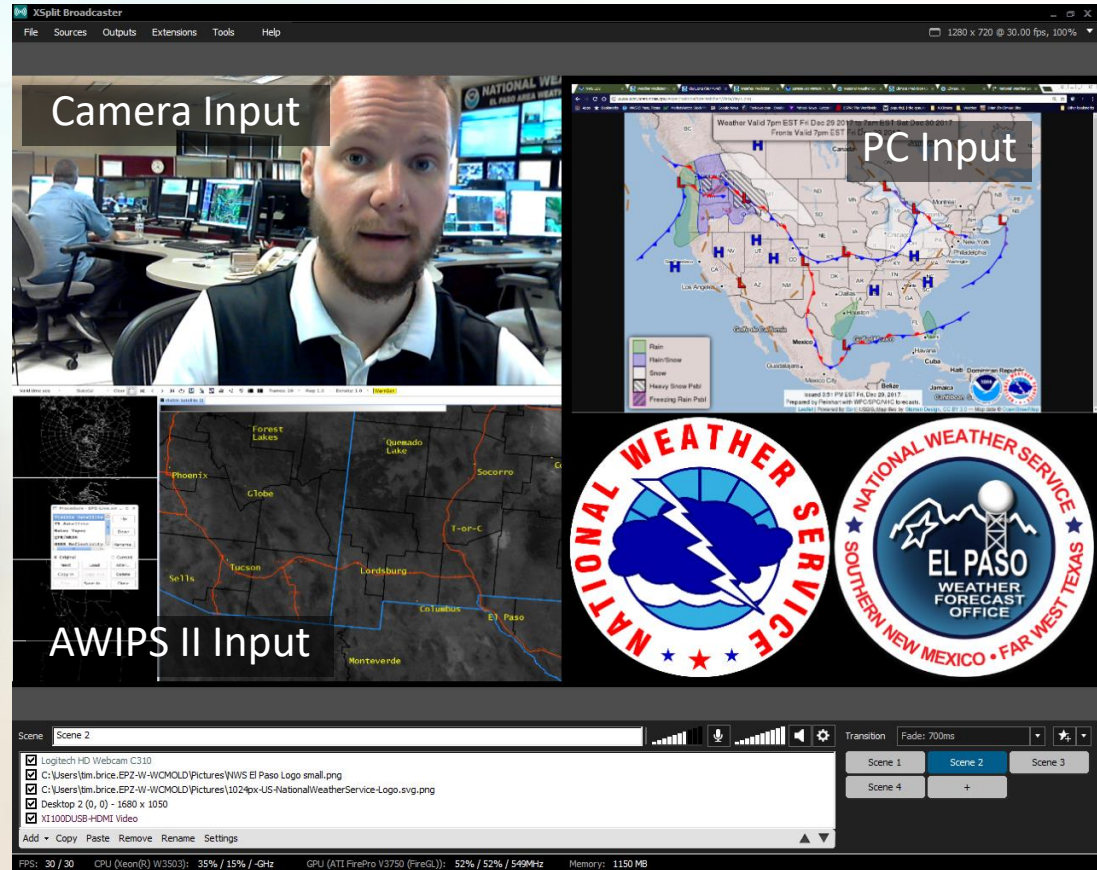
How we do it...



How we do it...



Revolutionary audio/video mixer that allows for endless customization and features an intuitive interface that anyone can learn to master.



Using Video to Communicate Weather Hazards



Thanks!

Jason Laney – NWS El Paso
jason.laney@noaa.gov
@JasonLaney2