Using Video to Communicate Weather Hazards

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Broadcast Media (The Pro’s Know)
Where People Get Their Weather

Survey Monkey (2015)

- Default Phone App
- Local TV News
- Specific Website/App
- The Weather Channel
- Internet Search
- Newspaper
- Radio

This is where the NWS can fit in
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 NMD 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-front 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 Mi 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 rectifying 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 NMS.

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 WIND IMPACTS FRIDAY:
Cross winds and channeled blowing dust. Momentum mix down of strengthened winds aloft ahead of our trough late in the week, and development of lee side sfc trough over the TX panhandle/ND 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.
But if this says 1000 words....
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
<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Order</strong></td>
<td>Algorithm</td>
<td>Chronological</td>
<td>Algorithm</td>
</tr>
<tr>
<td><strong>Video Length</strong></td>
<td>1-15 minutes</td>
<td>10-60 seconds</td>
<td>Any length</td>
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<tr>
<td><strong>Lifespan</strong></td>
<td>0-24 hours</td>
<td>0-1 hour</td>
<td>1-7 days</td>
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<tr>
<td><strong>Immediate?</strong></td>
<td>No*</td>
<td>Yes</td>
<td>No</td>
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* Facebook Live!
Harnessing the Power of Social Media

Facebook Live

• 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)
Facebook Live (Winter Weather)
Harnessing the Power of Social Media

- 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
Despite today being the first day of winter, we will be warm and windy. Remember to secure those Christmas decorations.
Enjoy the weather today, because on Sunday we will see a good chance for lowland rain and mountain snow showers. #nmwx #txwx

1030PM: Brief heavy rain and gusty winds possible across the area tonight with expanding storm coverage. #nmwx #txwx

Aviso de Inundación Repentina includes Fabens TX, Tornillo TX, Alamo Alto TX, and Azle TX at 6:45 PM MDT.

Aviso de Inundación Repentina

67°F (20°C) with a steady wind of 5-10 mph.

The El Paso Forecast

M/Sunny

Rudolph

Newspaper Group
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...

- Camera Input
- AWIPS II Input
- PC Input
Using Video to Communicate Weather Hazards

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Thanks!