

Filling the Knowledge Gap

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The Gap Grows Wider

- The distance between the National Hurricane Center's understanding of what's going to happen in a given community and the general public's is bigger today than ever.

What is a Hurricane Advisory?

- n Public Advisory
- n Forecast Advisory
- n Forecast Discussion
- n Wind Speed Probabilities
- n Tropical Storm Probabilities Graphic
- n 3-Day Cone
- n 5-Day Cone
- n Wind Speed Probabilities #1
- n Wind Speed Probabilities #2
- n Hurricane Local Statement
- n Inland Hurricane Warning/Watch Statement
- n Flood Warning/Watch Bulletin
- n Tornado Warning/Watch Bulletin

Communications Rule #1

- The medium should not modify the message

7-Day Forecast



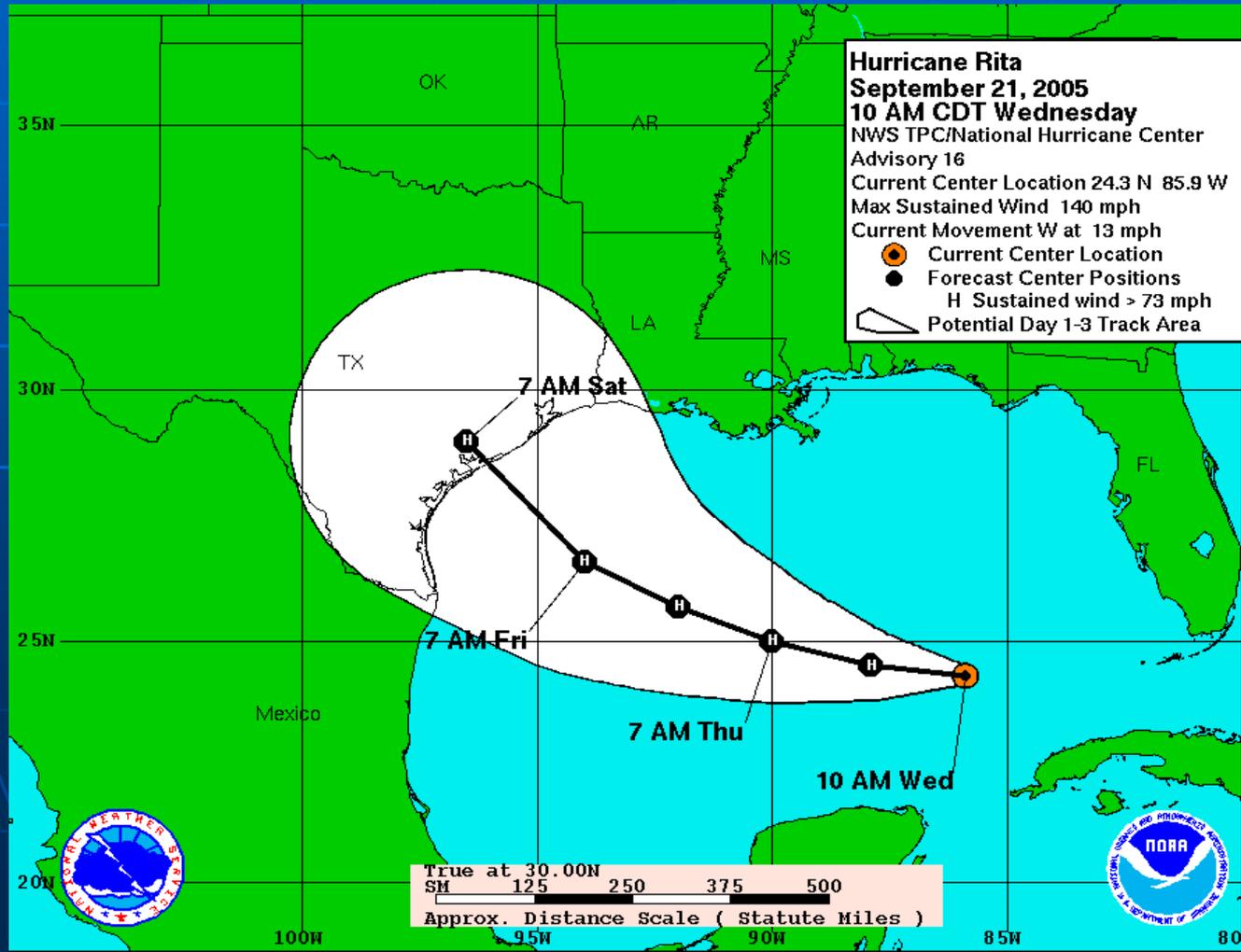
7-Day Forecast



Normal Day

- n Nobody gets hurt
- n People remember special days/events
- n Credibility of forecast is diminished because a significant part of it **MUST** be wrong

Emergency Day



Questions

Is it a bad forecast?



Questions



Is it a bad forecast?

Is it well labeled? Is it confusing?

Questions



Is it a bad forecast?

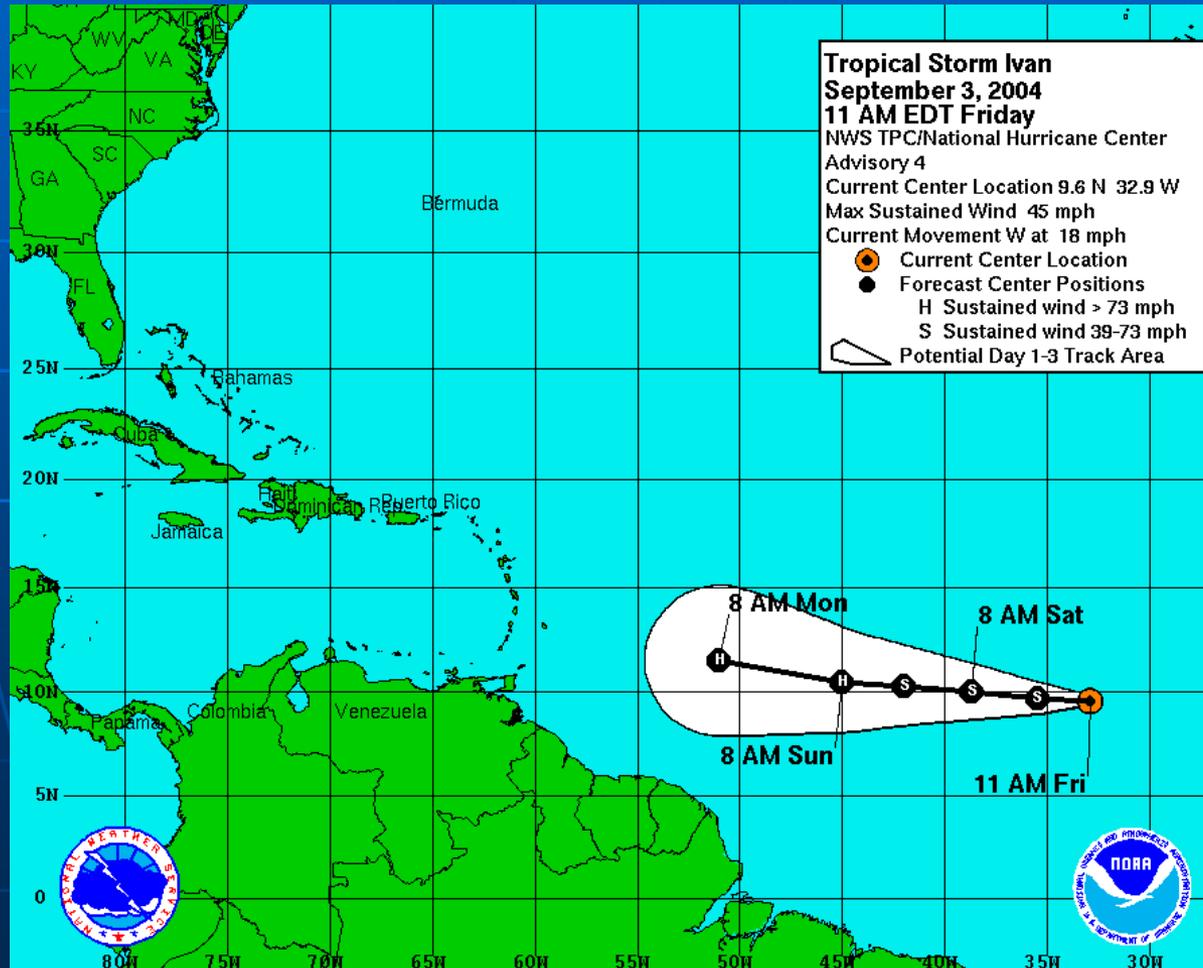
Is it well labeled? Is it confusing?

Does it modify the message?

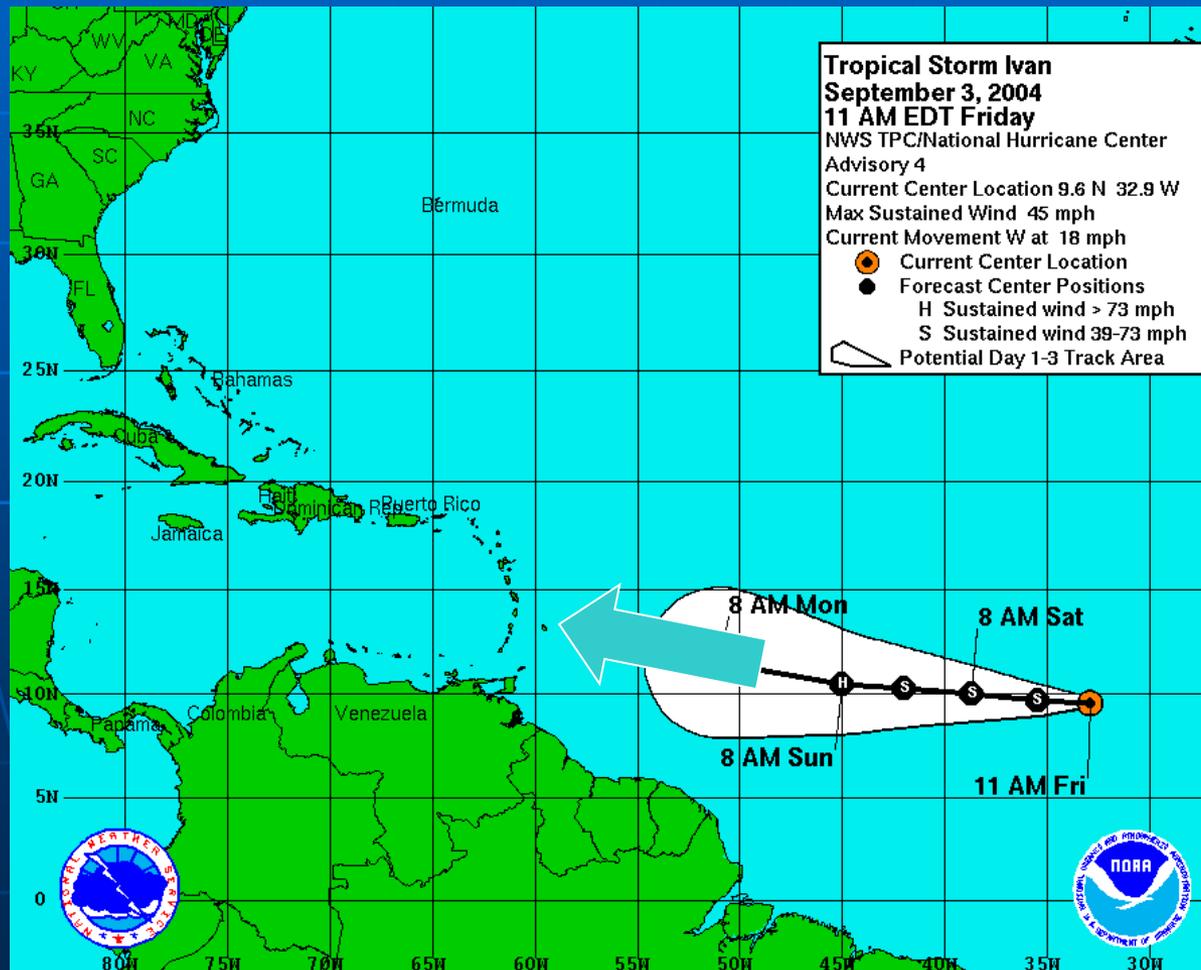
Communications Rule #2

- Look for the hidden messages

What's the hidden message?



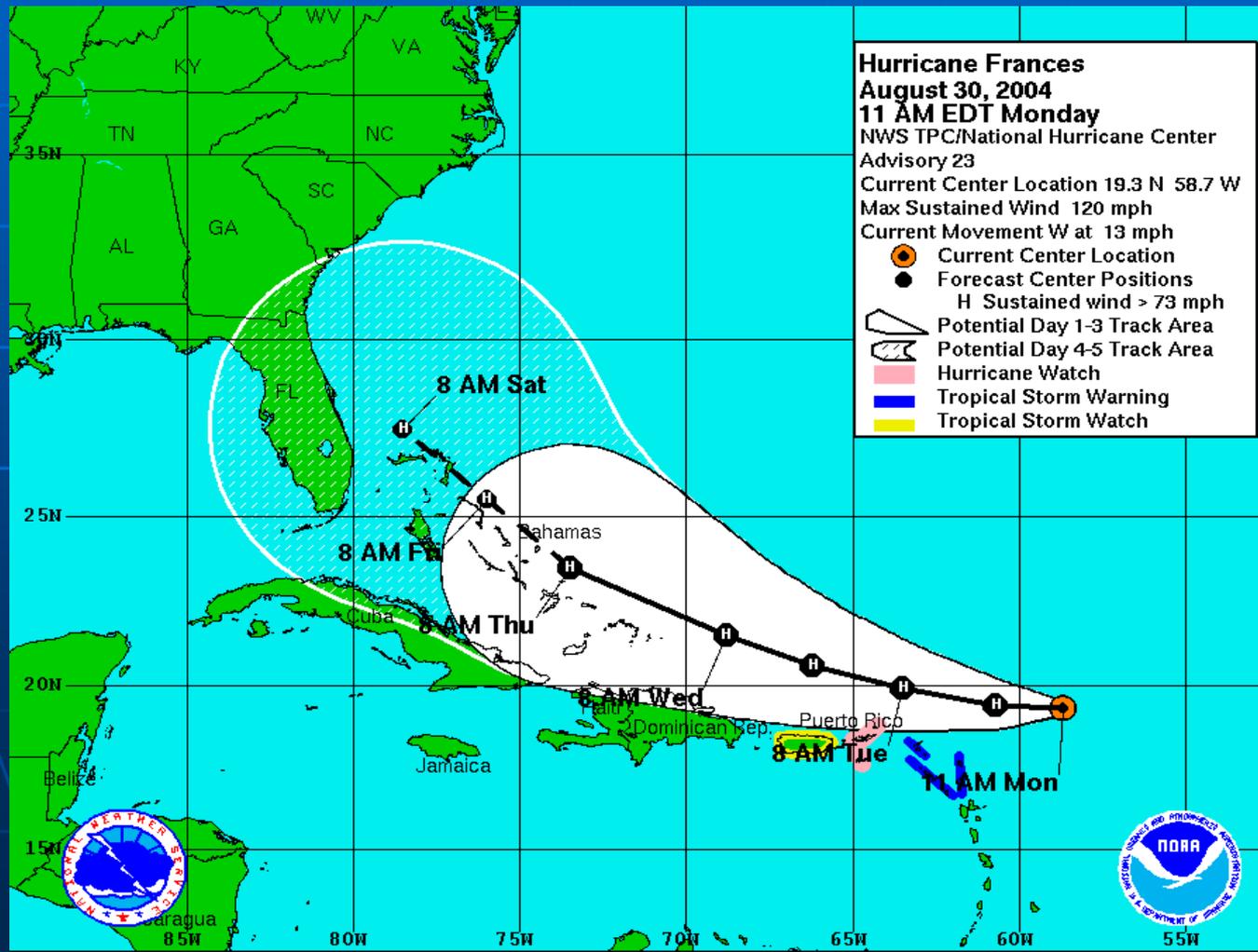
Sometimes it's an arrow... sometimes it is not.



Communications Rule #3

- n Be sure there is a message

What should people in Florida do? What's the message?



Communications Rule #4

- No news is NEVER good news.

Communications Rule #5

- If the public are confused... it's not their fault.

Communications Rule #5

- n If the public are confused... it's not their fault.
- n What can you do?

Have a Structured Plan

1. Hold regular briefings when there is a significant threat

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1. Hold regular briefings when there is a significant threat
2. Acknowledge hidden messages
3. Ask the janitor if he understands what is happening
4. Don't let the media say inaccurate things

Have a Structured Plan

5. Prepare people for the next expected event

Have a Structured Plan

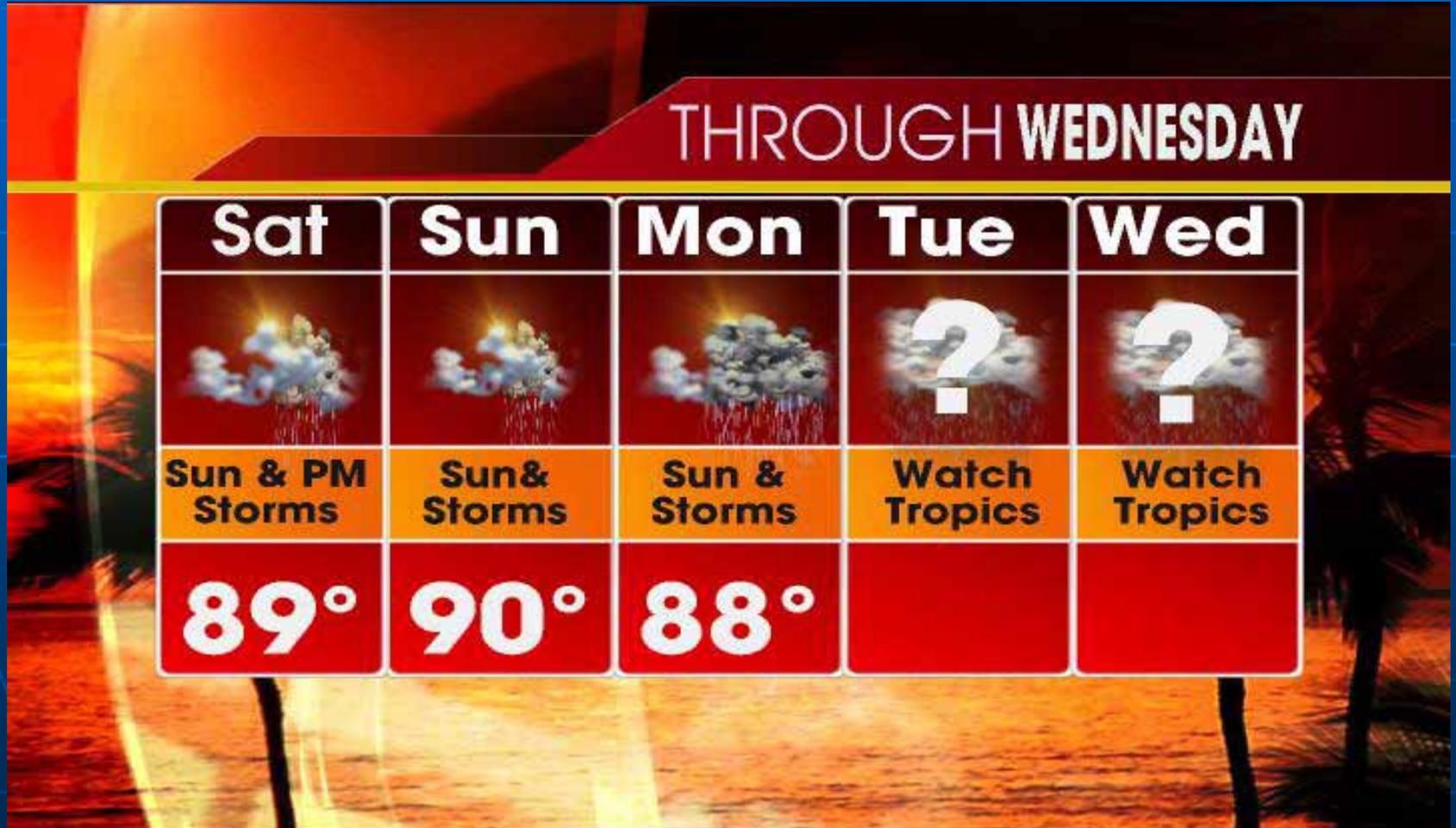
5. Prepare people for the next expected event
6. Don't over-forecast... be certain about the uncertainty

Have a Structured Plan

5. Prepare people for the next expected event
6. Don't over-forecast... be certain about the uncertainty
7. Don't use the same communications techniques you use on "normal" days

Katrina Is Just Forming

n



Rita Has Formed

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