



# 66<sup>th</sup> Intergovernmental Hurricane Conference



## ***THE CHANGING MEDIA LANDSCAPE***

***BILL WALSH – CHIEF METEOROLOGIST / EXECUTIVE PRODUCER***

***WCSC TV CBS / WTAT TV FOX***

You make up  
the best

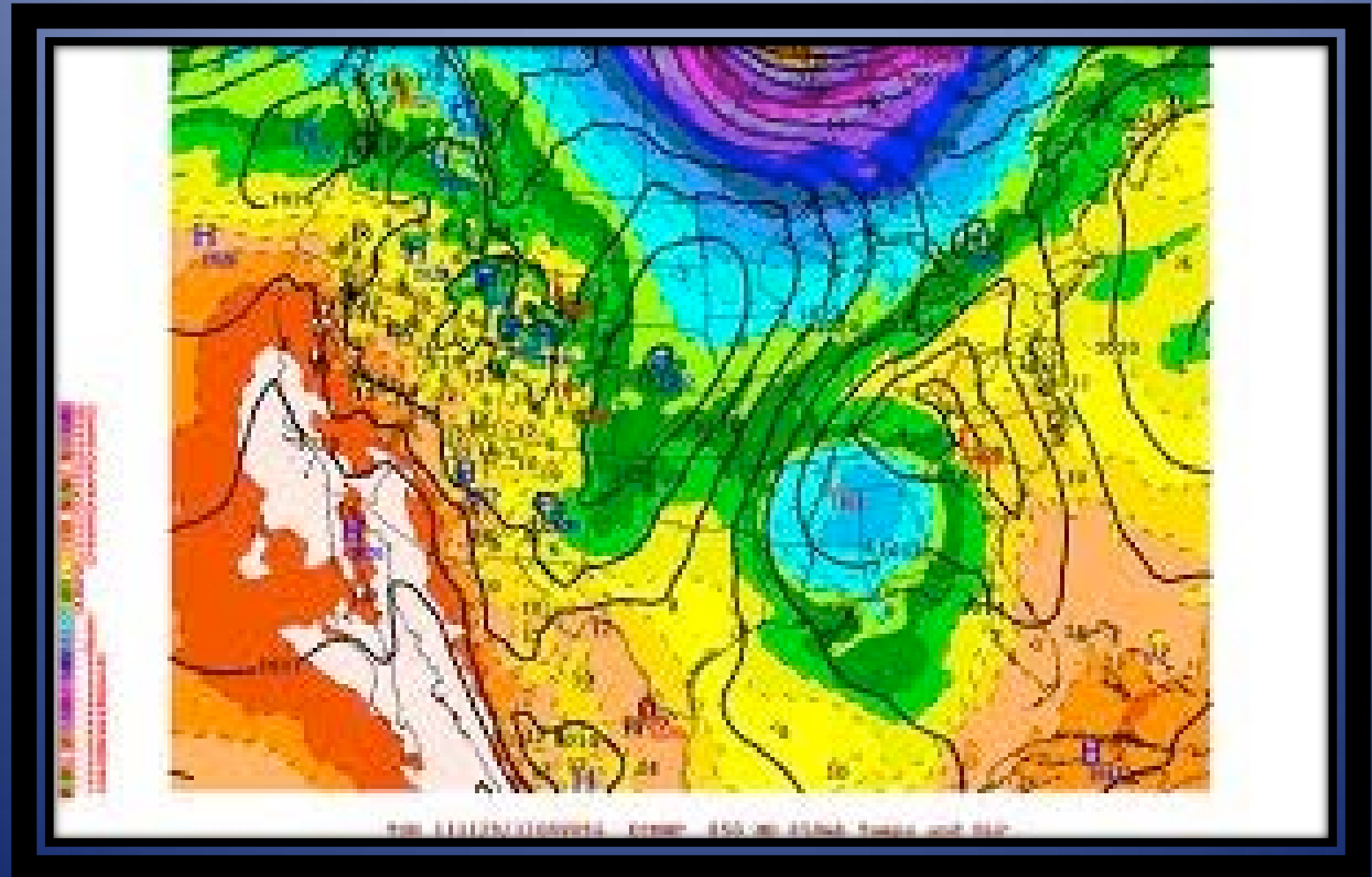


hurricane experts  
in the world!

We wear the best make-up in the world!



You analyze piles and piles of spaghetti maps



We EAT piles and piles  
of spaghetti!



You use the G-IV to  
gather critical hurricane information



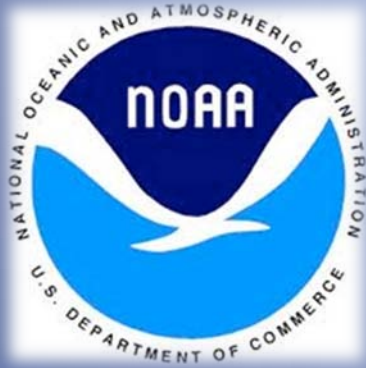


We use the corporate G-IV  
to GET to the hurricane!



**We share the same mission**





The power of  
NOAA/NWS/FEMA/Etc.



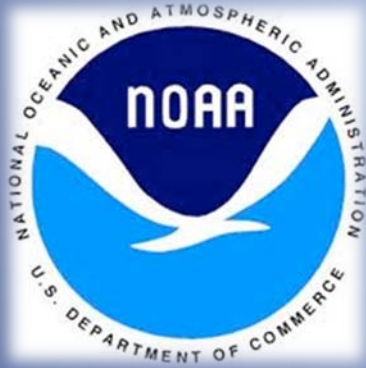
Plus....

# The Power of the Media & Broadcast Meteorologists



Equals....





**A Great Partnership**

# September, 1989 Hurricane Hugo



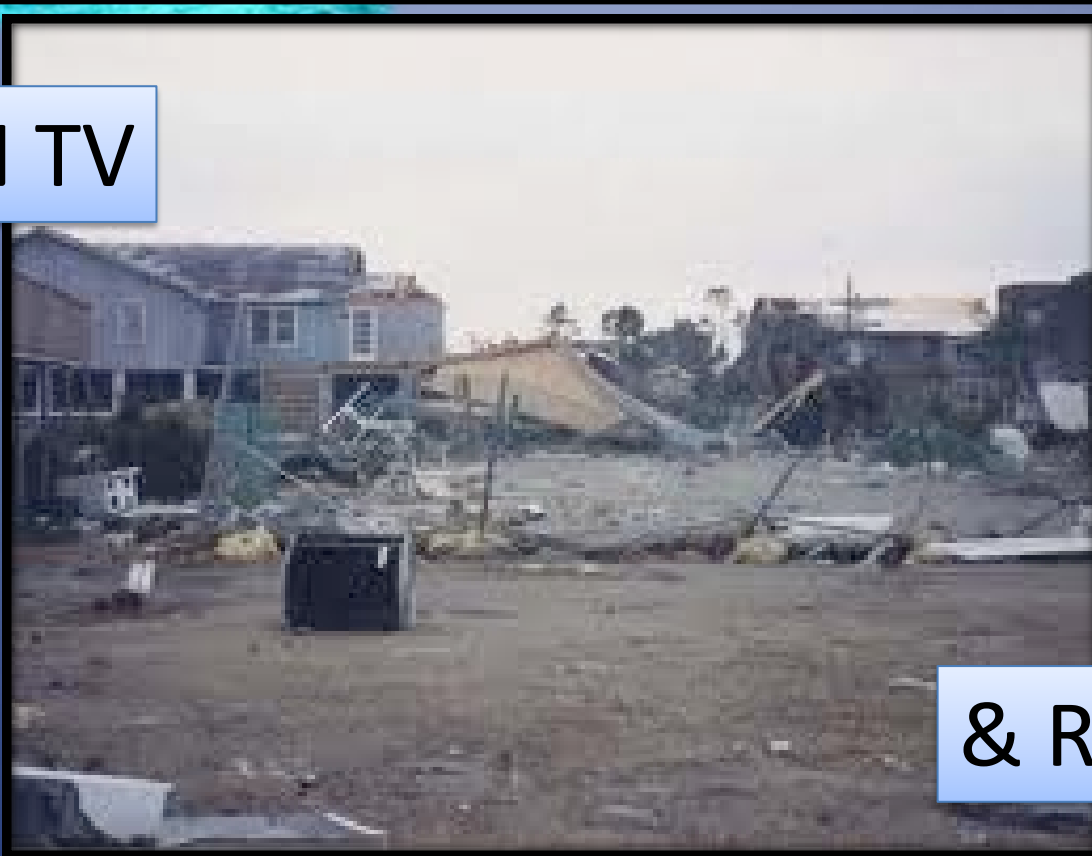
Vital information  
saved lives



# Evacuation messages & emergency information

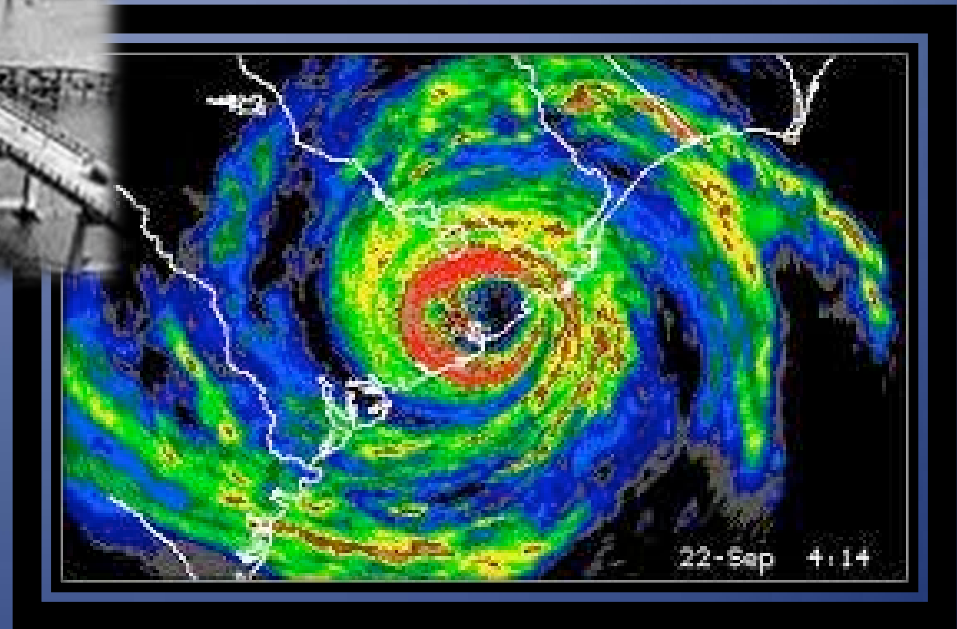


ON TV



& RADIO

Evacuate & stay on air.....at the same time



# 6 Feet of Water Crushed The Newsroom



But ***NOT*** The news



After the storm....



Rebuild & stay on the air.... at the same time

That was then



Only Three stations.... 2 shows a day!

Audience Flow



1950's-2000



People came to us when we told them at 6 & 11



# Audience Flow



Now



We have to go to them....24 hours a day!

# Local Television Is Changing



The age of Duopolies, Triopolies, etc..





Less and less competition & fewer news operations





**80'S TV SET**

From **2** shows a day



To **11** shows a day



# The Media's New World Order



***SOCIAL MEDIA***

# New vehicles to distribute storm/disaster information



***SOCIAL MEDIA***

# New vehicles to distribute storm/disaster information



Information force multiplier

***SOCIAL MEDIA***

# New vehicles to distribute storm/disaster information



Information force multiplier

Direct to the user

***SOCIAL MEDIA***

# New vehicles to distribute storm/disaster information



Information force multiplier

Direct to the user

Hyper Local

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It's personal...on their time

***SOCIAL MEDIA***

# New vehicles to distribute storm/disaster information



Information force multiplier

Direct to the user

Hyper Local

It's Personal...on their time

It's Interactive.... ***“They Talk Back!!”***

Mike: "1/4 inch hail in St.Stephen...lots of wind"





Mike: “1/4 inch hail in st.stephen...lots of wind”

Dolly: “What are the chances of tornadoes in  
Holly Hill?”

Mike: "1/4 inch hail in st.stephen...lots of wind"

Dolly: "What are the chances of tornadoes in  
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@flowerchild: omg big a\*\* wind...when  
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Rose: "Your tie looks like a mint julep... lol"

Mike: "1/4 inch hail in st.stephen...lots of wind"

Dolly: "What are the chances of tornadoes in Holly Hill?"

@flowerchild: omg big a\*\* wind...when u gonna stop"

Rose: "Your tie looks like a mint julip... lol"

Joey: "a hurricane this year b/c the moon is green"

And it's growing **FAST!**



***SOCIAL MEDIA***

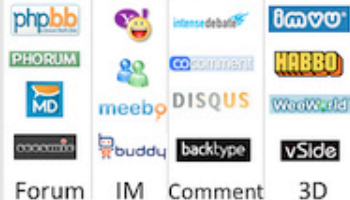
# Social Media Landscape

## Expressing

### Publication



### Discussion



### Aggregation

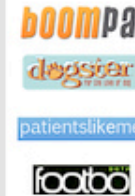


## Networking

### Search



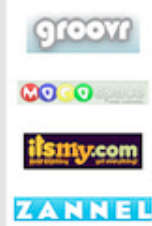
### Niche



### BtoB



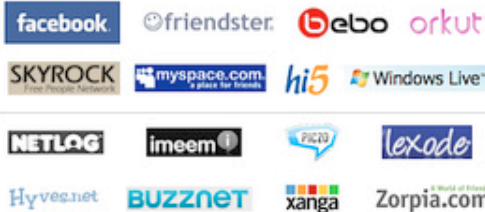
### Mobile



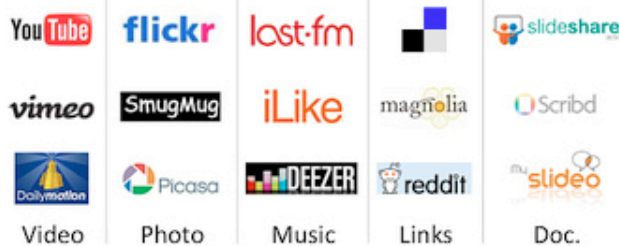
### Tools



## Social Platforms



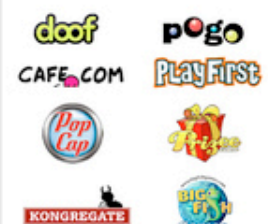
### Content



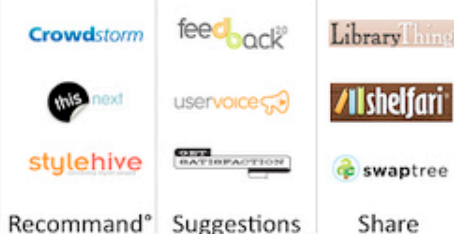
### Social Games



### Casual Games



### Product



### Place



### Casual MMO



### MOG



### MMORPG



## Sharing

## Gaming



***SOCIAL MEDIA***

# Great Information Distributor



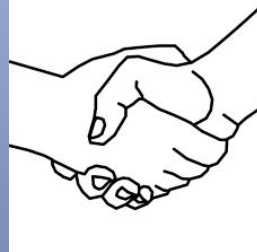


Great information distributor



Dangerous for misinformation

# Bottom line....



Government & media partnership is critical during hurricanes, severe weather & national Emergencies.

A partnership that saves lives.