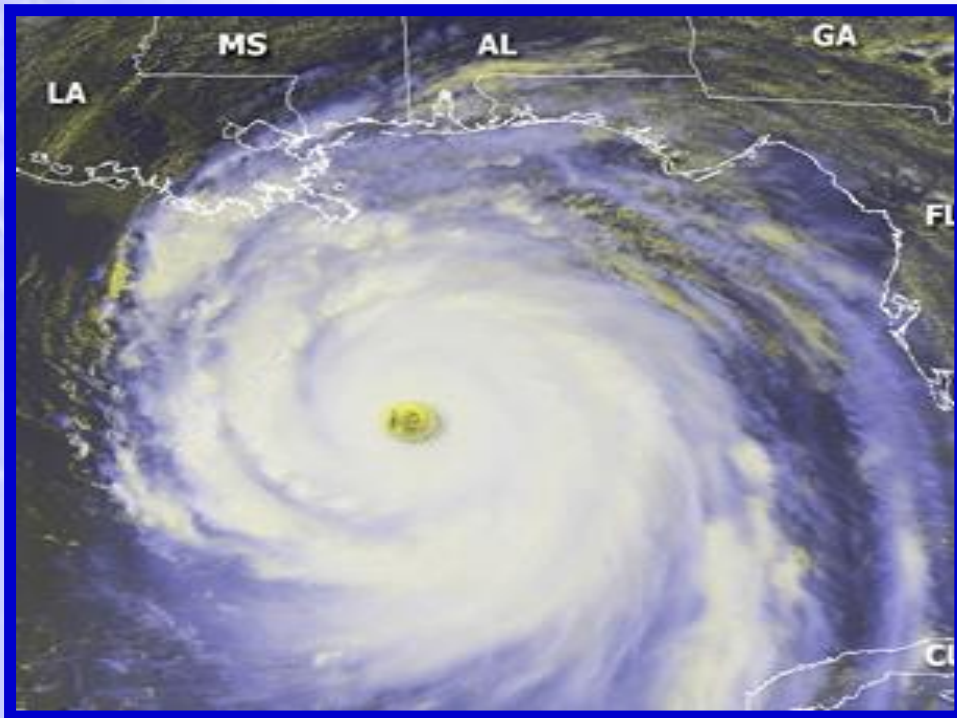


National Hurricane Conference

“Warning Messages: Improving Response”

**Sponsor: Office of the Federal Coordinator for Meteorological Services
and Supporting Research**



**Mr. Samuel P.
Williamson**

**Federal Coordinator for
Meteorology**

Why Are We Here?

The Ten Most Costly World Catastrophes

	DATE	LOCATION	EVENT	LOSS*
1	8/24/2005	U.S., Others	Hurricane Katrina	\$45,000
2	8/23/1992	U.S., Bahamas	Hurricane Andrew	22,274
3	9/11/2001	U.S.	Terrorist Attacks (WTC, etc.)	20,716
4	1/17/1994	U.S.	Northridge Earthquake	18,450
5	9/2/2004	U.S., Others	Hurricane Ivan	11,684
6	9/20/2005	U.S., Others	Hurricane Rita	10,000
7	10/15/2005	U.S., Others	Hurricane Wilma	10,000
8	8/11/2004	U.S., Others	Hurricane Charley	8,272
9	9/27/1991	Japan	Typhoon Mireille	8,097
10	1/25/1990	Europe	Winterstorm Daria	6,864

* \$ Millions, Insured Losses, 2005 U.S. Dollars

Why Are We Here?

Coastal Population Growth

- More than half of the nation's people live in coastal areas, although coastal counties account for only 17 percent of the total acreage of the contiguous United States (*report completed for the independent Pew Oceans Commission*)
- Nearly half of the world's population lives within 200 kilometers of a coastline and this number is likely to double by 2025 (*Population Reference Bureau*)
- The average population density in coastal areas is about 80 persons per square kilometer, twice the world's average population density (*Population Reference Bureau*)

Why Are We Here?

“Warning Messages: Improving Response”

- **Active hurricane cycle – potential for more devastation**
 - **Must be prepared**
- **Messages transmitters:**
 - **Tropical Prediction Center / National Hurricane Center (TPC/NHC)**
 - **Local NWS Weather Forecast Offices**
 - **Media**
 - **Emergency managers / Decision makers**
 - **“Community of Influence”**
- **Messages resulting in appropriate response**
 - **Must come from credible sources**
 - **Must be received**
 - **Must be understood**
 - **Must have personal meaning**
 - **Should include action statements**
 - **Often require confirmation**
 - **Are only successful if appropriate response is possible**

Purpose of this Training Session

“Warning Messages: Improving Response”

- **Purpose:** Provide you specific ideas / concepts on improving response
 - Implement while you continue to work with constituents within your communities

The Participants

Moderator: Dr. Betty Hearn Morrow, SocResearch Miami

Panelists: Dr. Steve Lyons, The Weather Channel
Mr. Paul Trotter, National Weather Service
(Weather Forecast Office, New Orleans/
Baton Rouge)
Mr. Mark Welshinger, OFCM
Dr. Brenda Phillips, Co-Director, Center for the
Study of Disasters and Extreme Events,
Oklahoma State University
Dr. Hugh Gladwin, Institute for Public
Opinion Research, Florida International
University
Ms. Naomi Moye, Abraham's Group