How the media delivers the message: Partnership and coordination with the media

2017 RA-IV WORKSHOP ON HURRICANE FORECASTING AND WARNING: PUBLIC WEATHER SERVICES PORTION

Craig Setzer
Chief Meteorologist
CBS Miami
csetzer@cbs.com
Me
Younger....and smarter?
Me
Older and wiser?
Déjà Vu’?
The Media
Does It Help Or Hurt The Message?
The Media
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The Media
Does It Help Or Hurt The Message?
The Meteorologists
Do They Help Or Hurt The Message?
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Do They Help Or Hurt The Message?
So How Do We Communicate With Each Other?
How the media delivers the message: Partnership and coordination with the media

**Partnerhip**: a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*
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**Partnership:** a cooperative *relationship* between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*

To establish a relationship, one party must make an effort

Relationships take time and continued effort

Relationships are not always successful
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Cooperative means we work together
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How can you make “sharing responsibility” happen?
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**Partnership**: a cooperative relationship between people or groups who agree to share responsibility for achieving some **specific goal** – *The Free Dictionary Thesaurus*

What are “specific goals” in the hurricane message?
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Partnership: a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*

**Coordination:** The organization of the different elements of a complex body or activity so as to enable them to work together effectively – *Oxford Dictionaries*
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Partnership: a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*

**Coordination:** The organization of the different elements of a complex body or activity so as to enable them to work together **effectively** – *Oxford Dictionaries*

What does “effectively” mean?
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Partnership: a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal – *The Free Dictionary Thesaurus*

**Coordination:** The *organization* of the different elements of a complex body or activity so as to enable them to work together effectively – *Oxford Dictionaries*

Who does the “organizing”? 
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**Media:** Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.

– *The Business Dictionary*
Breathing oxygen linked to staying alive

The other day I walked into my bedroom and glanced over into the corner, where my desk is supposed to be, and it wasn’t there. My wife had evidently been rearranging the furniture again. She does that periodically, although I’ve told her over and over that if God had wanted her to move furniture he would have given her a hairy chest and paws that wouldn’t stay up in back. I always end up walking into walls and skimming my shinny when I get up in the middle of the night after one of her rearrangements.

“Money,” I called, “where did you move my desk to?”

“It’s right there where it’s...
Utah Poison Control Center reminds everyone not to take poison

“Children Act Fast, So Do Poisons” is the theme for National Poison Prevention Week, arch 20-26. The Utah Poison Control Center (UPCC) would like to take the opportunity to remind parents and caregivers that poisonings can be prevented. In 2004, the Utah Poison Control Center responded to over 50,000 calls, the majority of which were about actual potential poisonings.

Over 60 percent of the potential poisoning exposures involved children under age 6. The top five substances that children in this age group need to include:

- Giving or taking medicine. Check the dosage each use.
- Avoid taking medicine in front of children.
- Never refer to medicine as candy.
- Clean your medicine cabinet periodically, safely disposing of unneeded and outdated medicines.

The UPCC, part of the College of Pharmacy, has an active community outreach program. In 2004, representatives of the Utah Poison Control Center provided 126 community presentations and distributed more than 40,000 poison prevention education materials to the state of Utah.
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**Message:** The substance of such a communication; the point or points conveyed – *The Free Dictionary*

If a tree falls in the forest and no one is there to hear it, does it make a sound?

If an urgent message is given and no responds to it, is it really a message?
Building Relationships
Even when you don’t want to

Controlling The Message
Even when you don’t have time to
Craig Setzer
Chief Meteorologist
CBS Miami

csetzer@cbs.com
305-796-6584