OBSCURE INTERNET POST OF BEST CASE SCENARIO MODEL OUTLIER HURRICANE TRACK FORECAST

THE PUBLIC

OFFICIAL GOVERNMENT FORECASTER
How the media delivers the message: Partnership and coordination with the media

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The Media

Does It Help Or Hurt The Message?
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The Meteorologists
Do They Help Or Hurt The 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*

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 closet, 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 skinning my shins when I get up in the middle of the night after one of her moves.

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

“It’s right there where it’s stored,” she said.

One of the letters I found in from a company called Oxygenation Systems of Texas, which is located in Atascocita (nice name: It’s Come Back To Atascocita).

The letter is an ad for something called The Oxygen Edge, which is a device invented by a fellow named David Kornet, who obviously has a great deal of spare time. The Oxygen Edge is supposed to help fisherman keep fish alive in live wells, which is evidently a problem, especially during the hot summer months.

If you’re not a fisherman, this probably requires no explanation. See, when a bass fisherman is exposed to sunlight and fishing shown on TV...

The problem is that, when the weather gets extremely hot, the fish in the live well tend to get belly up, due to a shortage of oxygen in the water, which causes the fisherman to have to quit fishing. This would seem to me a blessing, but bass fishermen have to have to quit fishing. I guess they believe that sooner or later, if they keep it up long enough, they’ll start to hate fish. This is called dreaming.

Another important reason to keep fish alive in live wells is that, in order to be a valid entry in a bass fishing tournament, a fish cannot be dead. This is America, after all, the land of the free and the home of time sharing condos, where people will do just about anything for a buck. I was starting to get bored with the letter until I read this line, which I promised in an earlier quote: “It looks like a miniature scuba system.”

Where! Miniature scuba systems? I can just imagine watching “Fishing With Bill Dance” on Saturday morning and after the guest catches a huge mouth bass he turns to Bill and says, “We better get this guy fished with a wad and air tank right away. An hour as it is he’ll never make it hit tomorrow.” Yay, when I read that line I knew, beyond a shadow of a...
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 5. The top five substances that children in this age group are exposed 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 throughout the state of Utah.
Miami – Tampa/St Petersburg
Hurricane Irma's projected path continues to shift west, on a track to hit St. Petersburg _ not Miami or Tampa.
How the media delivers the **message**: Partnership and coordination with the media

**Message**: The substance of such a communication; the point or points conveyed – *The Free Dictionary*

If a large 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
How the media delivers the message:
**Partnership** and coordination with the media

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

To establish a relationship, one party must make an effort

Relationships take time and continued effort

Relationships are not always successful
How the media delivers the message:  
**Partnership** and coordination with the media

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

Cooperative means we work together
How the media delivers the message: **Partnership** and coordination with the media

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

How can you make “sharing responsibility” happen?
How the media delivers the message:

**Partnership** and coordination with the media

**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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**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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What does “effectively” mean?
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Who does the “organizing”? 
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– *The Business Dictionary*
Good Relationships
Setting The Environment

• If your mic is on you, assume it is ON
Setting The Environment

• If your mic is on you, assume it is ON
• Set up a camera that favors you
HD Camera On The Screen

1080i Resolution
HD Camera On The Screen
Setting The Environment

• If your mic is on you, assume it is **ON**
• Set up a camera that favors you
• There’s no shame in make up.....men
Nobody Likes Shine

Dual foundation/Powder based
Setting The Environment

• If your mic is on you, assume it is ON
• Set up a camera that favors you
• There’s no shame in make up.....men
• “Up-lighting” is your friend
Up-Lighting Away Your Faults
Up-Lighting Away Your Faults

With Up-Lighting
Up-Lighting Away Your Faults

Without Up-Lighting
Setting The Environment

- If your mic is on you, assume it is **ON**
- Set up a camera that favors you
- There’s no shame in make up.....men
- “Up-lighting” is your friend
- Background depth add credibility
Backgrounds Matter

Depth is better
Backgrounds Matter

But control your background
Setting The Environment

• If your mic is on you, assume it is ON
• Set up a camera that favors you
• There’s no shame in make up.....men
• “Up-lighting” is your friend
• Background depth add credibility
• People laughing in the background, very bad
Backgrounds Matter

If this is going on behind you, you have a problem
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