



Latest Trends in Disseminating Weather Information to the Public

Robert Whitehurst – 4 PM Meteorologist



The WMBF News studio is located on Highway 17 Bypass  
in Myrtle Beach

# History of WMBF News



- WMBF is the newest station in the Myrtle Beach/Florence market
  - Launched 8/8/2008 with a 6 pm newscast
  - We were the first station in the area to broadcast in high definition
- WMBF is owned by Raycom Media
  - Raycom Media is one of the nation's largest broadcasters and owns and/or operates 53 television stations in 36 markets and 18 states.
  - Sister stations located in Wilmington, Charleston, Charlotte, and Columbia





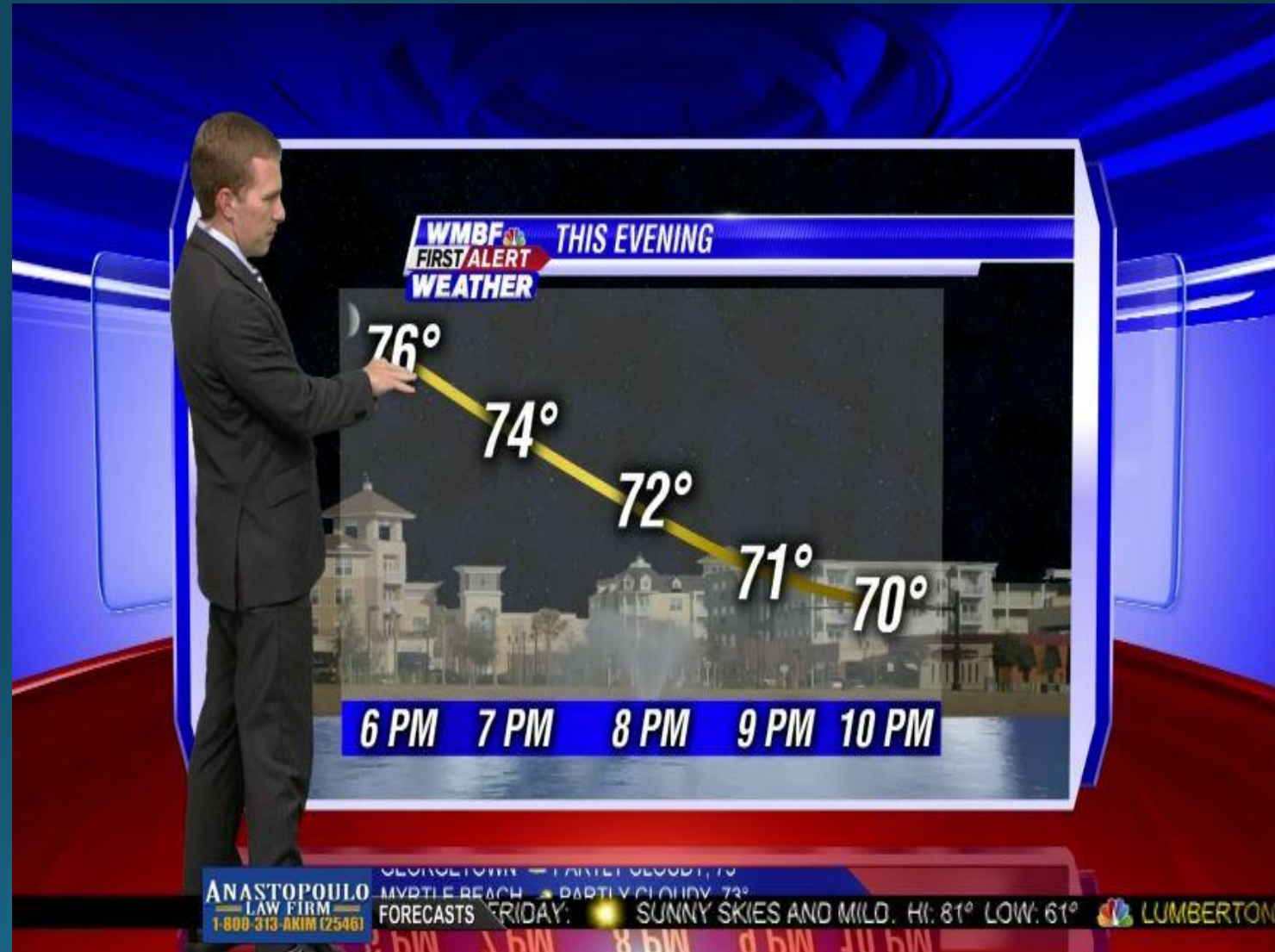
WMBF News main studio (working set)

# Unique Green Screen

Only wall-to-floor green screen in the market

This provides us with a unique look and separates us from the competition

Our graphics incorporate a virtual floor to make use of the wrap around green screen







Professional Division of **The Weather Company**

Our on-air weather graphics are created using MAX Storm/Studio provided by Weather Systems International

WSI is the largest provider of on-air graphics systems in the United States

The system consists of six high performance towers that allows for render-free capabilities and 3D tools



# WSI°

Professional Division of **The Weather Company**

Main features:

Storm tracking

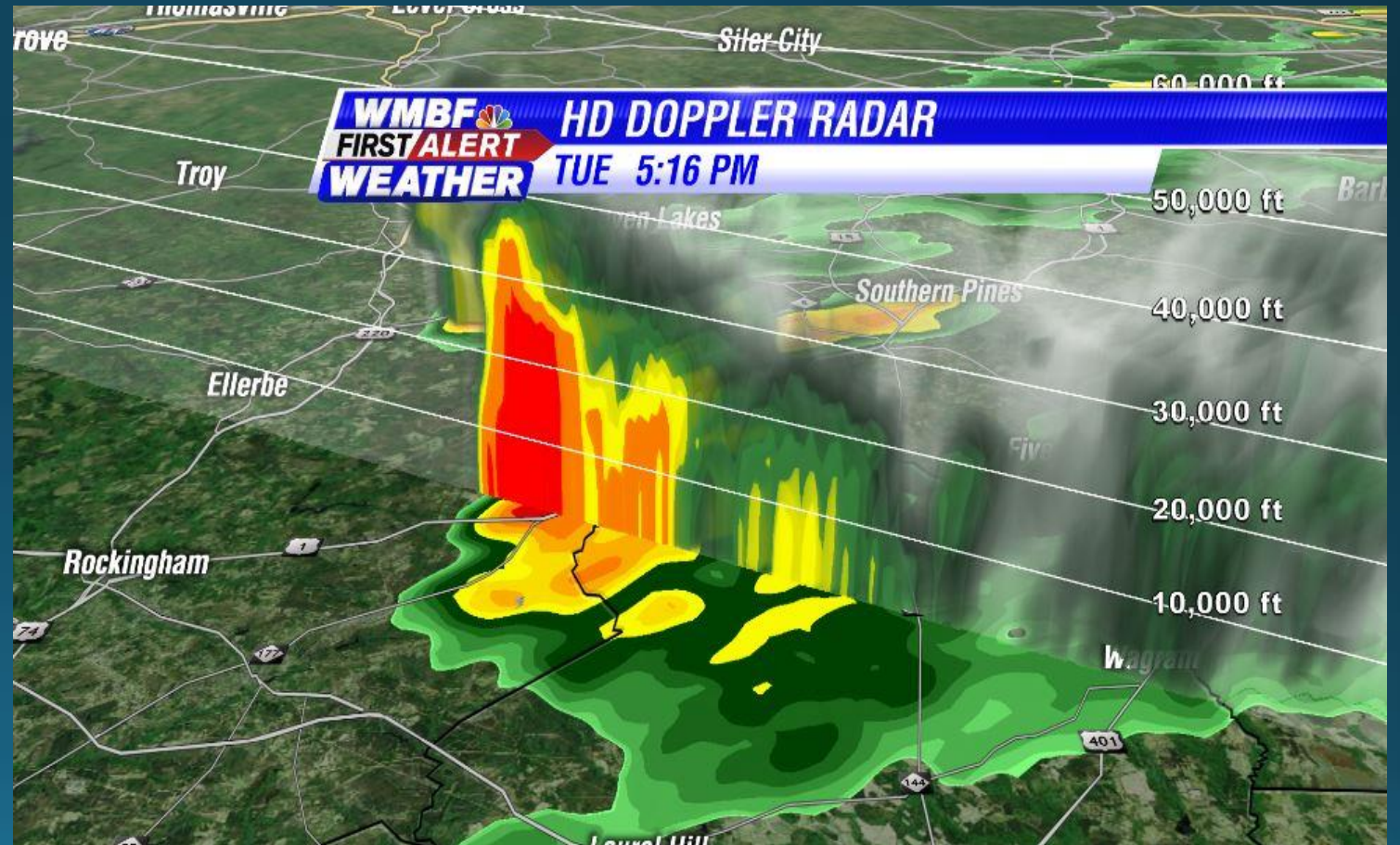
Rotation & Hail detection

3D radar

Storm report querying

Hand tracking

Social media tools



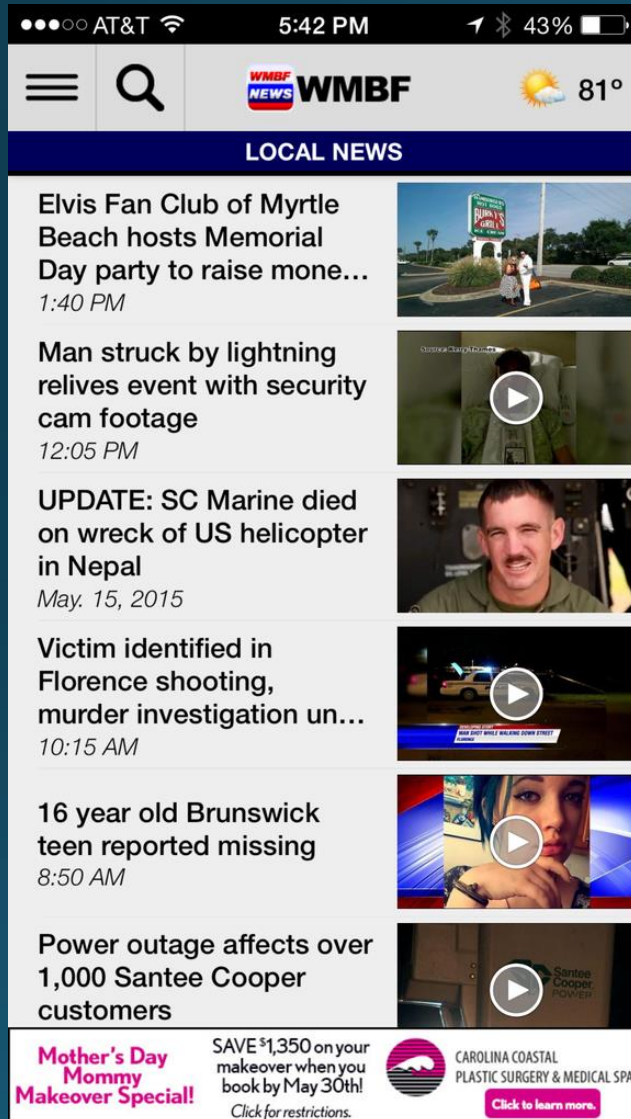
# Where is the Industry Headed?

METHOD	PERCENTAGE
Phone's default weather app	23.2%
Local TV news	20.6
A specific website or app	19.1
The Weather Channel	15.2
Internet search	14.2
Newspaper	3.5
Radio weather	3.4
Newsletter	0.9

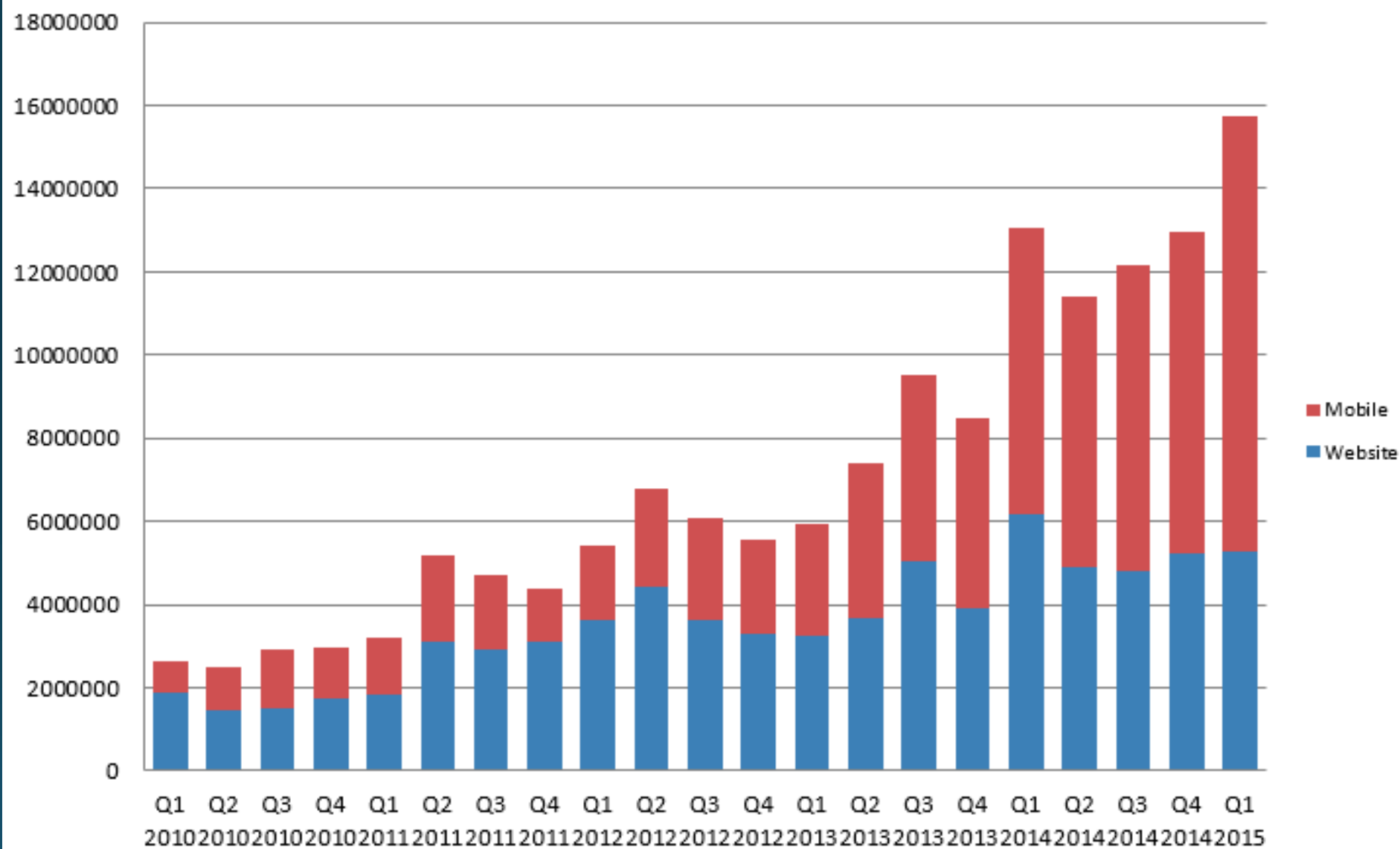
- FiveThirtyEight surveyed 938 people through SurveyMonkey with the goal of finding where people go to check the weather
- 68% of people 18 – 29 checked the weather daily
- 87% of people >60 checked the weather daily
- The also found that the older a respondent was, the more likely they received their weather from TV



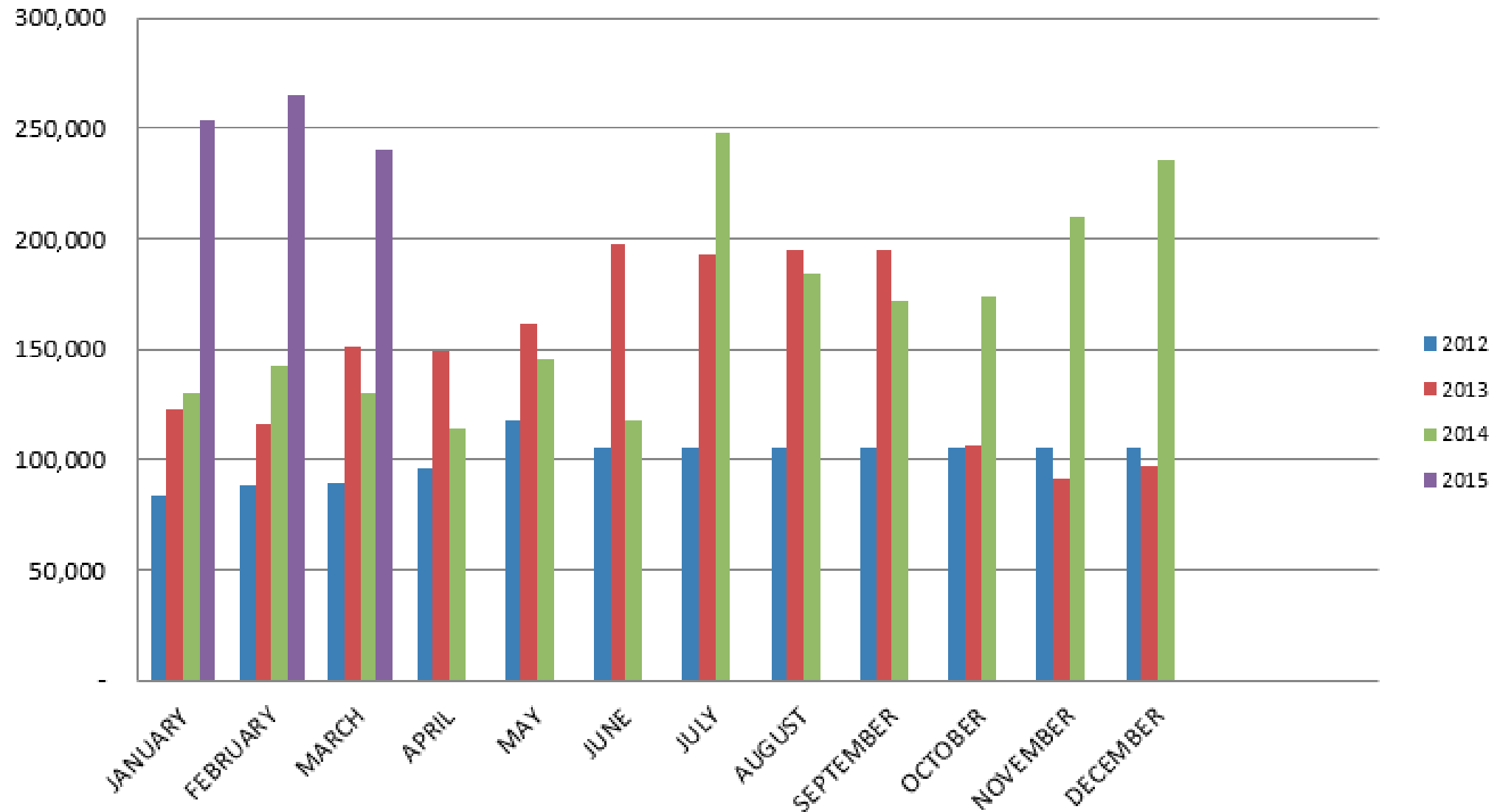
# Mobile, Mobile, Mobile!



## Quarterly Pageviews - Website vs. Mobile



## Mobile App/ Site Monthly Unique Visitors





# The Numbers

## Web Page views

2009:	8,037,294
2010:	6,583,028
2011:	10,206,955
2012:	14,940,722
2013:	15,926,438
2014:	21,063,460

Growth of 262 %

## Mobile views

2009:	1,852,499
2010:	4,432,630
2011:	6,535,697
2012:	8,883,887
2013:	15,407,925
2014:	28,483,058

Growth of 1,537 %

# Mobile & Social Media Campaign

- Because of the slow movement of Ana, a lot of time was spent updating viewers between newscasts
- A weekend landfall also presented challenges with fewer newscasts



# WMBF First Alert Facebook Page

Visual Facebook posts

Provide information in a clear and concise manner

More isn't always better...  
Provide a short update  
then push to website for  
more details



## WMBF First Alert Weather

Posted by SocialNewsDesk

May 9 at 2:31 PM · Edited ·

Tropical Storm Ana is still about 85 miles away from Myrtle Beach. However, the rain bands are already moving through our area. Expect on and off rain with some heavy rain at times throughout the evening. View the interactive radar here: <http://shout.it/NkJL>



37 Likes 3 Comments



Like



Comment



Share

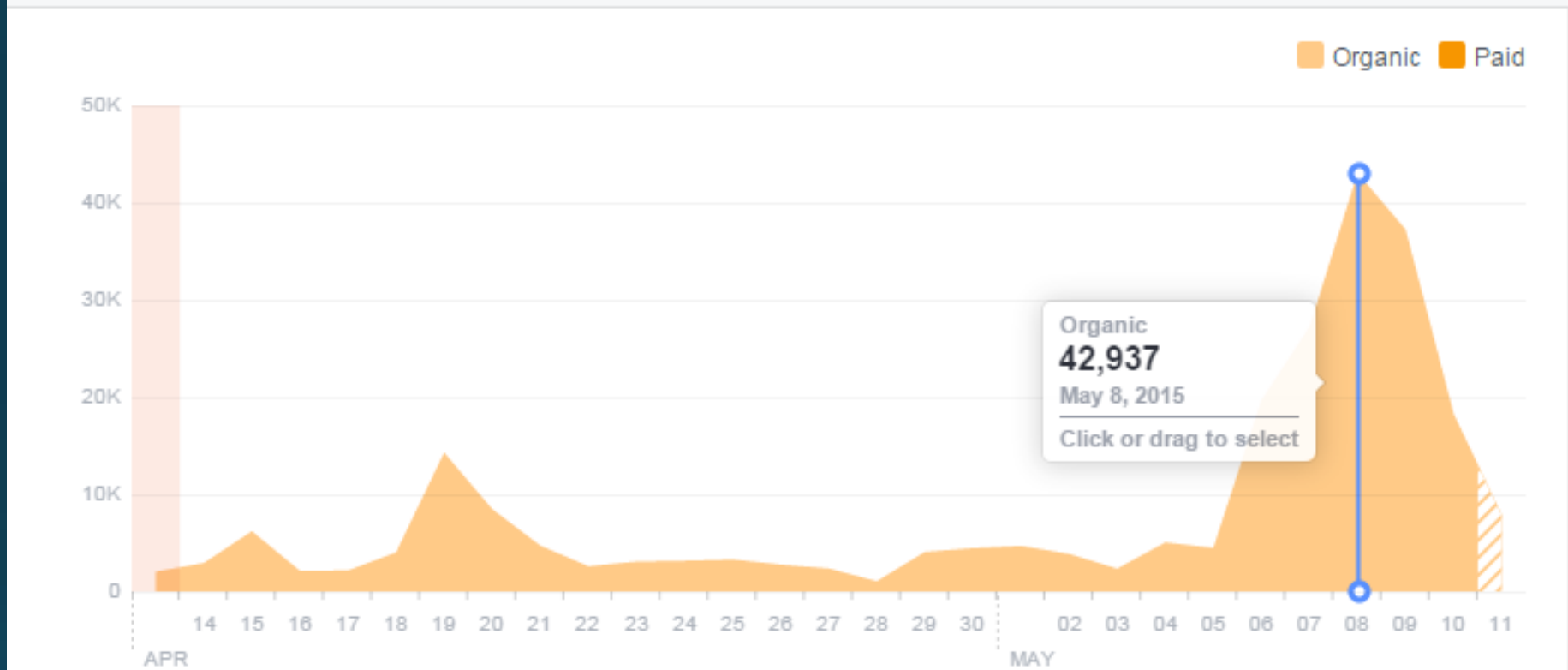
2,776 people reached

Boost Post



## Post Reach

The number of people your post was served to.

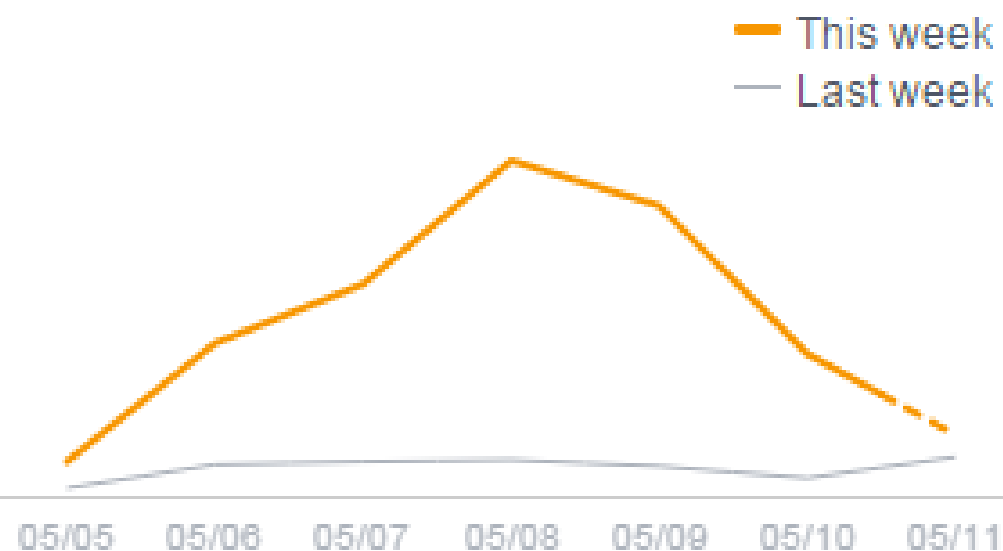


A typical weather day brings around 2,000 in post reach through Facebook. During Ana, our Facebook page peaked at nearly 43,000 people reached!

## Post Reach >

**99,602** Total Reach  
▲ 630.7% from last week

**98,880**  
Post Reach  
▲ 632.3%



## Engagement >

**12,035** People Engaged *i*  
▲ 805.6% from last week

**4,975**  
Likes



**2,235**  
Comments



**2,793**  
Shares



**37,485** Post Clicks *i*



# WMBF First Alert Weather App

Pushed viewers to get the latest information 24/7 from the app

Other than the live radar, the hour-by-hour was the most used section


We worked to keep weather stories flowing through the app, including mobile friendly slideshows

AT&T 8:01 AM

**BOVINE'S** WOOD FIRED SPECIALTIES 3979 US 17 BUSINESS MURRELLS INLET, SC 29576 **\$5 off** SAVE

**WMBF NEWS** WMBFnews.com Myrtle Beach, SC

Today, May 7, 2015

9 AM	 Rain	68°	 80%	 NNE 16
10 AM	 Rain	69°	 90%	 NNE 18
11 AM	 Rain	70°	 90%	 NNE 18
12 PM	 Showers/ Wind	71°	 40%	 NNE 20
1 PM	 Showers/ Wind	71°	 40%	 NNE 20
2 PM	 Showers/ Wind	72°	 50%	 N 20
3 PM	 Showers	73°	 40%	 NNE 19
4 PM	 Showers	73°	 60%	 NNE 18
5 PM	 Showers	72°	 50%	 NNE 18

AT&T 10:32 AM 94%

**wahoo's FISH HOUSE** 3993 U.S. 17 BUSINESS • MURRELLS INLET, SC 29576 **\$5 off** SAVE

**WMBF NEWS** WMBFnews.com Myrtle Beach, SC

**POWER OUTAGE** Storm damage causes scattered outages across the area  
Crews from Horry County Electric were busy overnight clearing scattered outages caused by fallen tree limbs, and outages affecting about 160 customers were reported overni...

**SLIDESHOW: Scenes from the Grand Strand as Tropical Storm Ana moves in**  
As Tropical Storm Ana moves into the Grand Strand, viewers have sent us photos of scenes from around the area, including some early wind damage in Surfside Beach. WM...

**First Alert Weather Team chats about Tropical Storm Ana**  
The WMBF First Alert Weather Team chatted live with our viewers from Saturday evening to answer their questions about Tropical Storm Ana. You can review the questions in the c...

**Garden City prepares for potential flooding from Tropical Storm Ana**  
As the tropical storm approaches, local residents of Garden City are preparing for whatever she may bring.

**Ana causes events to cancel, reschedule: Status of weekend events**  
Subtropical storm Ana has brought wind and rain to the coasts of the Carolinas. Many outdoor events have been canceled, while

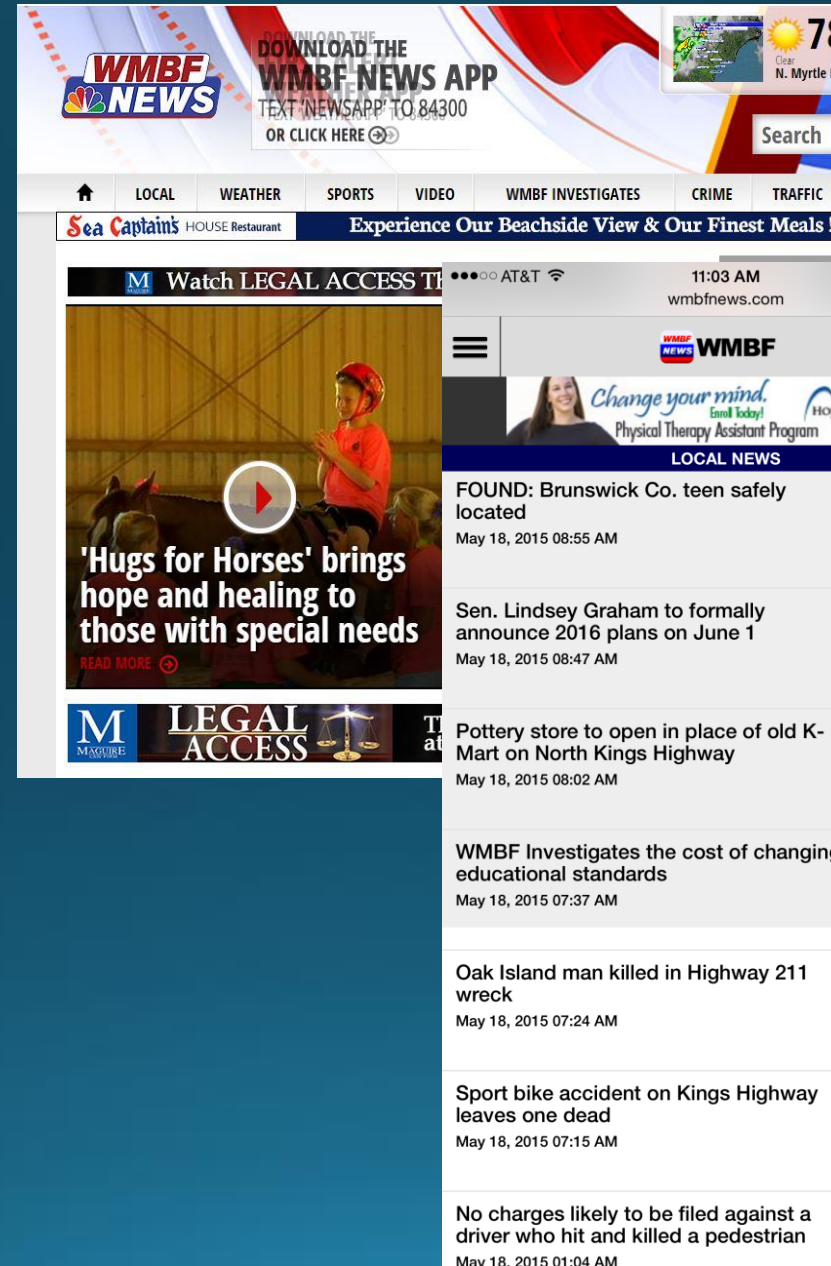


# Mobile Results during Ana

658,479 visits to  
WMBFNews.com

1,139,407 visits to the  
WMBF News mobile site

10,605 users on the WMBF  
First Alert Weather app  
totaling more than  
112,000 sessions



# National Weather Service

Formed on February 9<sup>th</sup>, 1870 and operated under the War Department

Consists of multiple forecast offices across the nation

## Mission Statement

“Provide weather, water, and climate data, forecasts and warnings for the protection of life and property and enhancement of the national economy.”







**NWS Tornado Warnings** 

@NWStornado

Official Twitter account for the National Weather Service used to distribute experimental tornado warning impact graphics. Read more at: [goo.gl/cCCw1s](http://goo.gl/cCCw1s)

[weather.gov/twitter](http://weather.gov/twitter)


 Tweet to NWS Tornado Wa...

 119 Followers you know

 3,734 Photos and videos





**US National Weather Service Wilmington NC** 

Government Organization

 Liked  Following  Message 

**Timeline**

TWEETS


3,738

 7,865 people like this  
Jessica Stumpf and 2 other friends


 Open always  
Get additional info

 Invite friends to like this Page

**ABOUT**

 Facebook posts do not always reflect the most current information. For current official info, visit: <http://weather.gov/ilm>



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 **NWS Tornado Warnings** @NWStornado · 17m

**Tornado Warning including Tu**  
**1:15 PM CDT**





**NOAA NWS Storm Prediction Center** 

Government Organization

 Like  Follow  Share 

**Timeline** About Photos Likes Videos

 194k people like this  
Jessica Stumpf and 9 other friends

 Open always  
Get additional info

 Invite friends to like this Page

**ABOUT**

 Facebook posts do not always reflect the most current information. For current official info, visit: <http://weather.gov/>

 **NOAA NWS Storm Prediction Center** added 3 new photos.

22 hrs · 

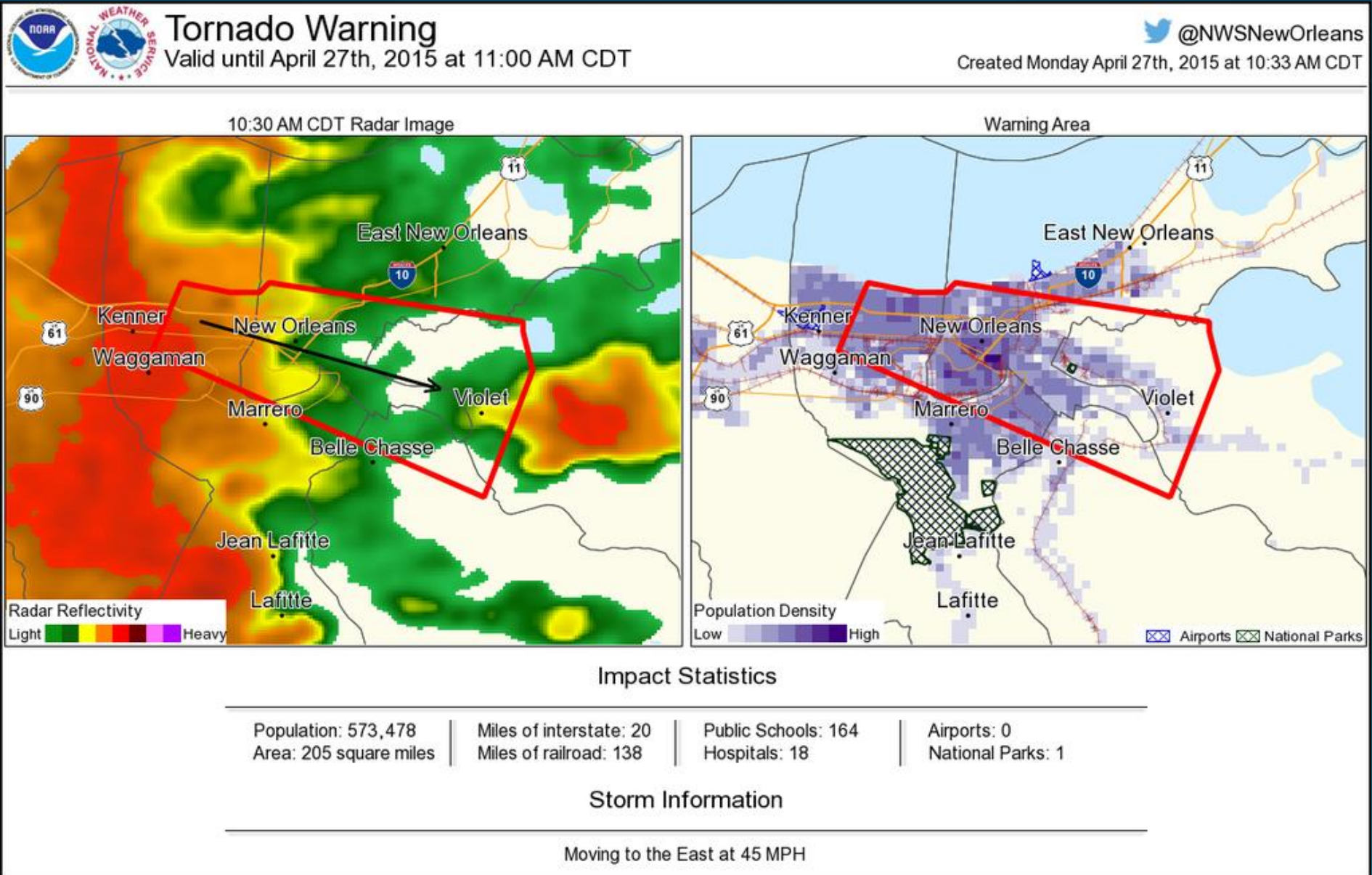
Update: May 16, 2015 at 750PM CDT:

We issued our 8PM CDT Severe Weather Outlook a little bit early this evening to get the message out that a Moderate Risk of severe thunderstorms, including tornadoes, continues across portions of the central United States. Here are zoomed in graphics on Kansas, Oklahoma, and Texas -- the three states touched by our Moderate Risk.

The threat for severe thunderstorms extends southward into Texas (almost to Mexico) and northward into portions of southern North Dakota. You can always view our latest forecasts on our website: <http://www.spc.noaa.gov>.



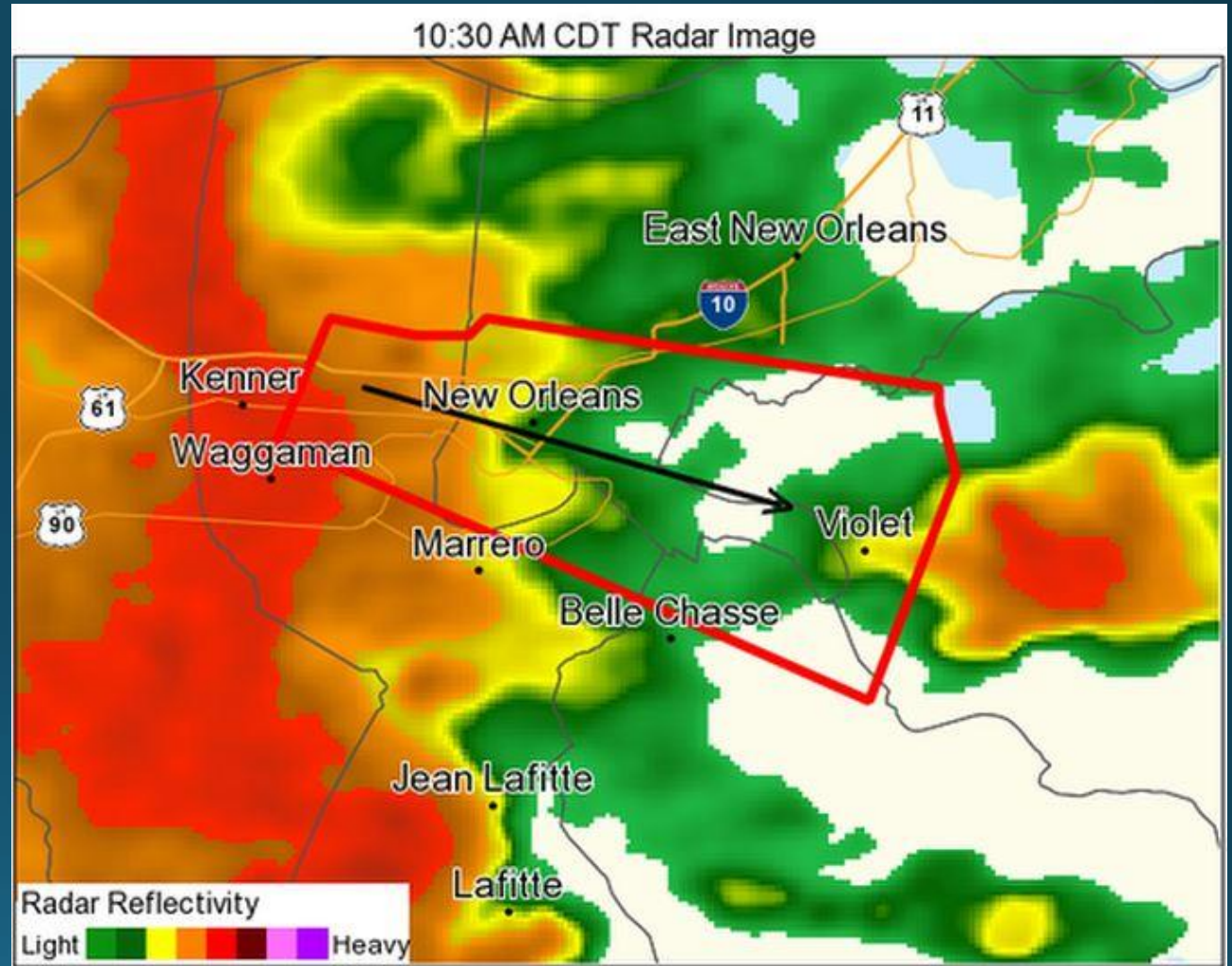
# Experimental Tornado Warnings



# Latest Radar Image

Provides a look at the radar when the warning was issued

Shows the Tornado Warning polygon with an arrow depicting the direction of movement





# Population Density

The warning polygon is then overlaid on a population density map

Map also displays major roadways, city names, railroads, airports, and national parks





## Impact Statistics

Population: 573,478  
Area: 205 square miles

Miles of interstate: 20  
Miles of railroad: 138

Public Schools: 164  
Hospitals: 18

Airports: 0  
National Parks: 1

## Storm Information

Moving to the East at 45 MPH

Population, area, miles of interstate & railroad, Public Schools, hospitals, airports, and National Parks within warning polygon

# The Purpose

“The purpose of providing NWS short-fuse warnings in graphical format is to increase accessibility to these life-saving products via interfaces that are not conducive to long term product display. This is to encourage greater availability and more sharing of the warning message to platforms such as mobile devices and social media sites.”