



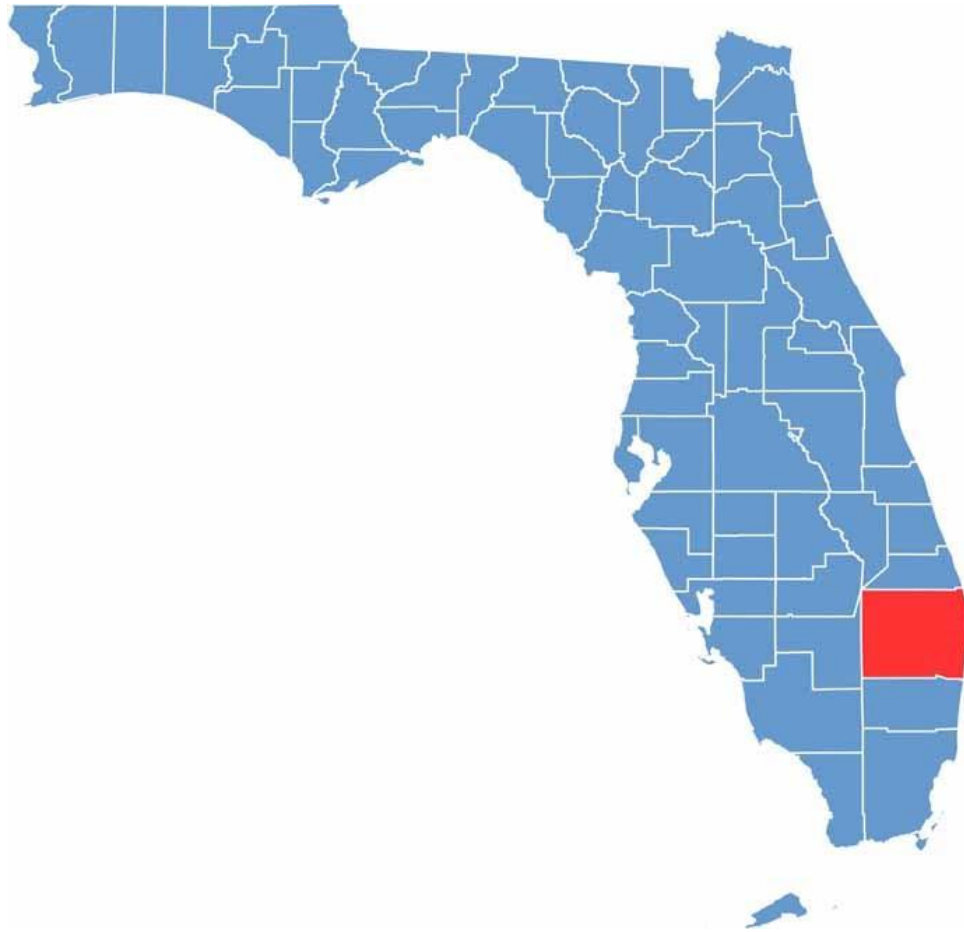
Emergency Management and Local Meteorologists Working Together on Common Messages

Introductions



Mary Blakeney, Director Palm Beach County Office of Emergency Management
Cris Martinez, Chief Meteorologist WPBF Channel 25

Palm Beach County



Land Mass: 1,040 square miles (larger than Rhode Island and Delaware)

Population: 1,577,304

Households: 605,430

Municipalities: 39

Demographics: 53.42% white, 24.43% Hispanic, 18.47% black

Median income \$84,921/household

County Seat: West Palm Beach

Common Goals



Educate our communities on the best way to prepare for weather threats with accurate, consistent, timely messaging to keep our neighborhoods safe and informed

Blue Sky Coordination



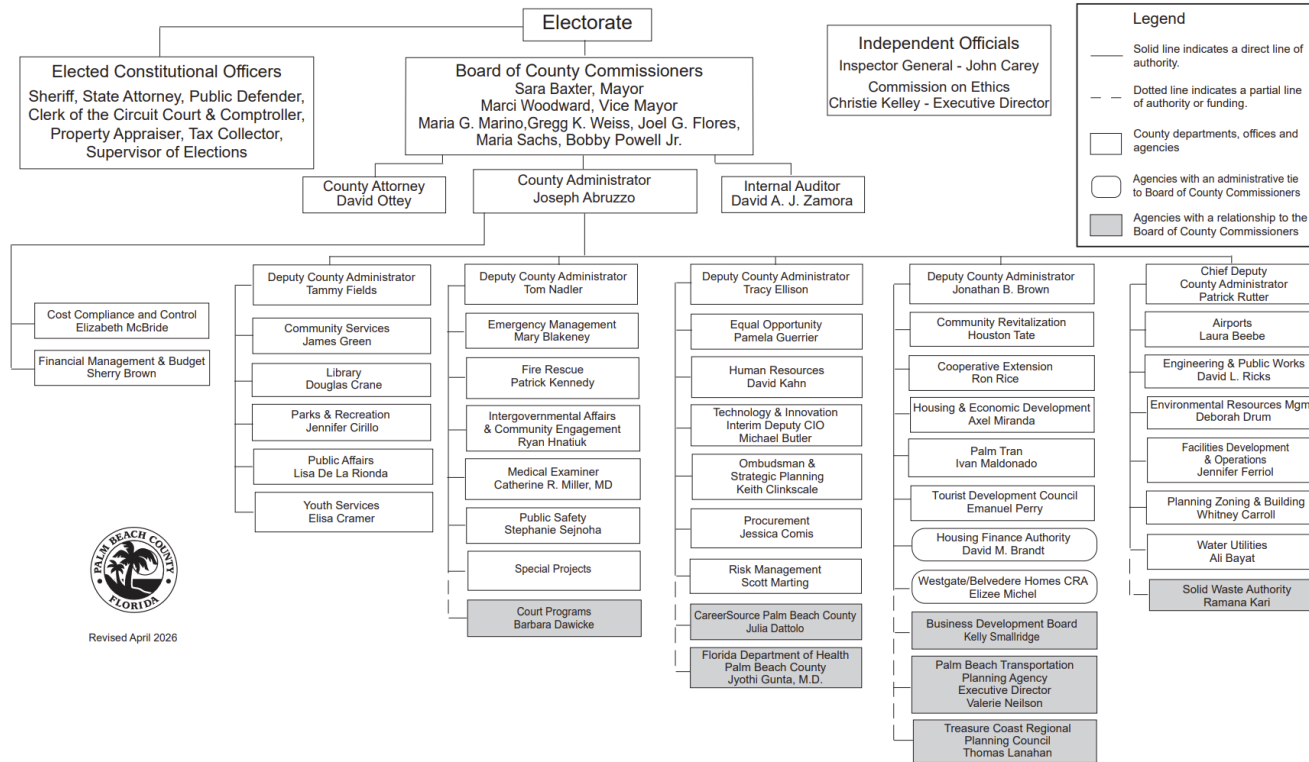
A day when conditions are normal and there are no active or approaching disaster/emergency scenarios or situations



Blue Sky Organization



Palm Beach County Board of County Commissioners Organizational Structure



Blue Sky Coordination



- Community Outreach Tables/Presentations
- Coordination Public Service Announcements
- Preparedness Interviews



Blue Sky Coordination

Conduct Annual Weather Summit





Blue Sky Coordination



Joint Weather Watcher Training (NWS Storm Spotters)



Blue Sky Coordination




Hurricane Guide Content



abc 25 WPBF
FIRST WARNING WEATHER
HURRICANE READY
TONIGHT AT 9:00

First Warning Weather Special: Hurricane Ready



WPBF HURRICANE READY

25 WPBF NEWS

The complex block contains promotional text for a 9:00 PM special, a photograph of the weather studio team, a QR code, and the station's logo.

Blue Sky Coordination – How can we Improve



- All Hazards Coordination, Year-Round – Not just hurricanes
- Better Visuals to demonstrate hazards
- Breaking down the impacts
- Complacency
- Evacuation decisions – where to go

Gray Sky Coordination



- 24/7 coverage
- Information Sharing – Ground Truthing
- Live Hits
- NWS Conference Calls
- Press Conference coverage
- Reinforce Emergency Management Protective Decisions
- Sharing response and recovery information



Questions?

