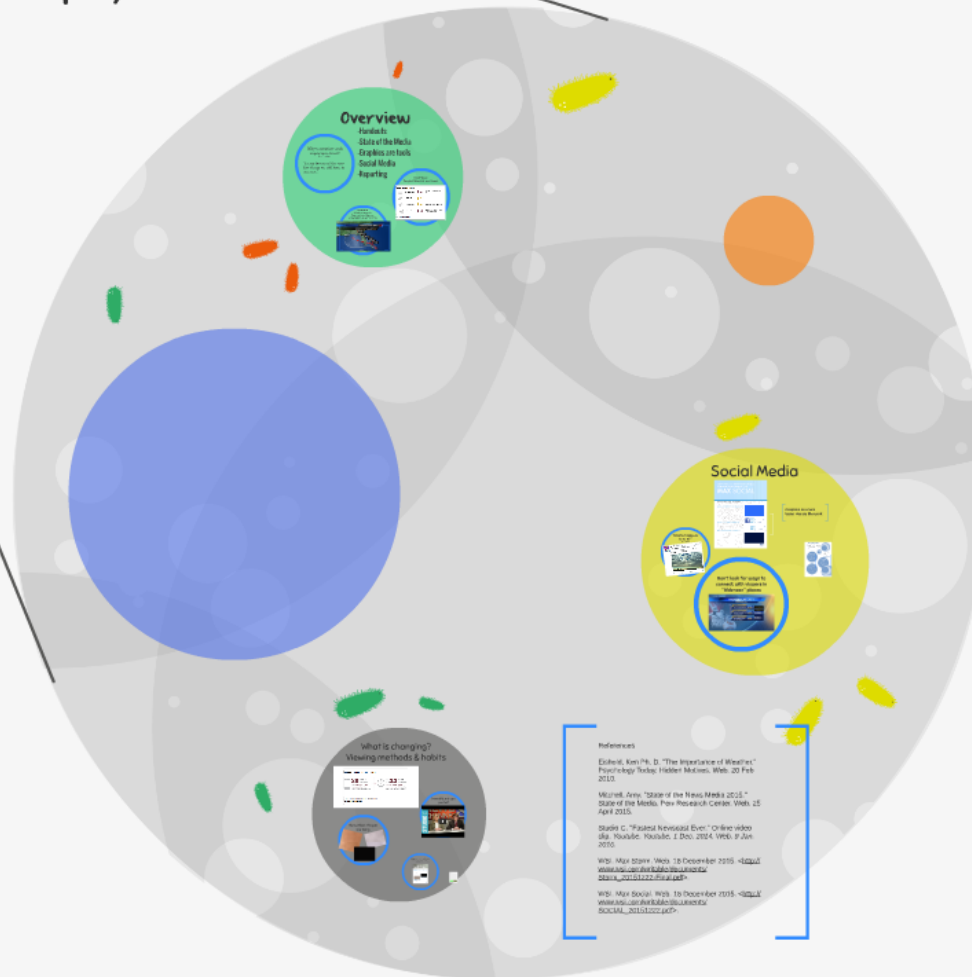




Weather Graphics

Keeping Tools in Perspective

By Kweilyn Murphy



Overview

Handicrafts
State of the Media
Graphics and Tools
Social Media
Reporting

Social Media

What is changing? Viewing methods & habits

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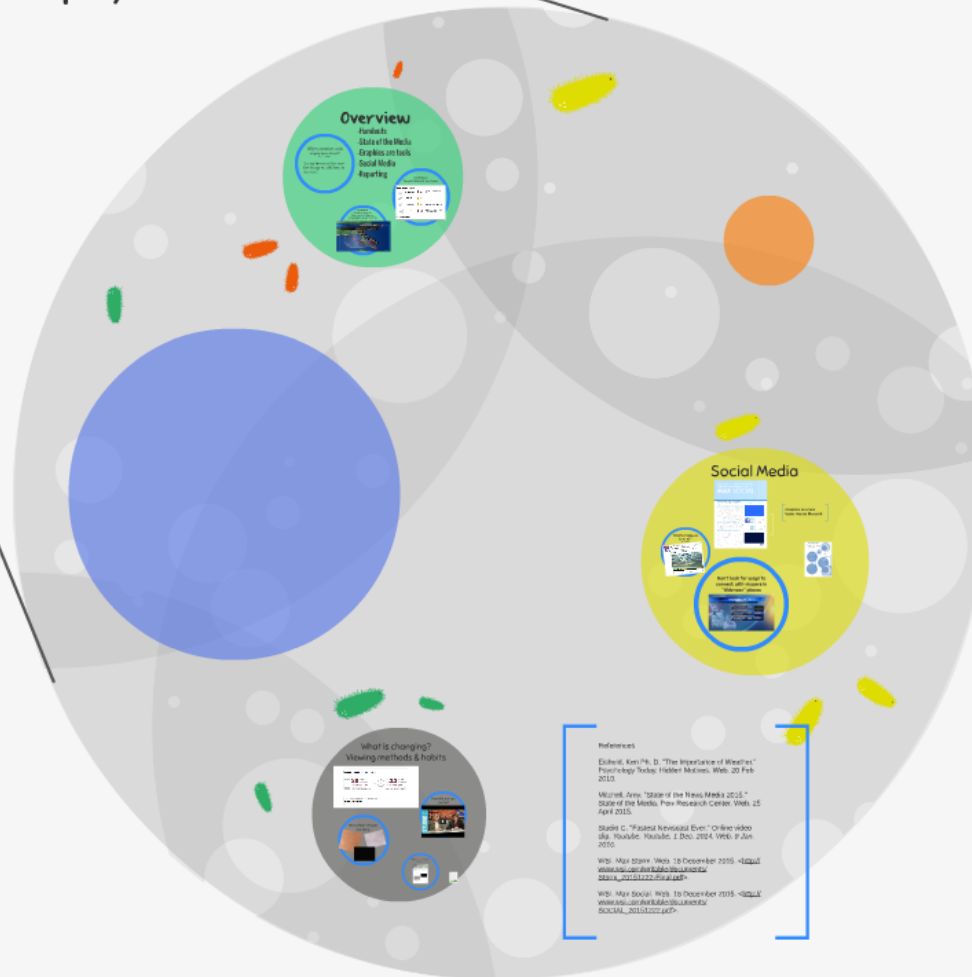
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 - Web: Max Social Web. 10 December 2015. <http://www.maxshare.com/847426304/WeatherShare_20151210.pdf>

Overview

- Handouts
- State of the Media
- Graphics are tools
- Social Media
- Reporting

Why is weather such important news?
(Eishold, 2010)

"It may be one of the very few things we still have in common."

Good News:
People still watch local news

Key Audience Trends

	Network News ↑ 5%	evening audience growth; 2% morning audience growth
	Cable News ↓ 8%	prime-time median viewership
	Newspapers ↓ 3%	daily and Sunday circulation
	Local News ↑ 3%	average evening broadcast TV news viewership

Source: Nielsen Media Research and Alliance for Audited Media
PEW RESEARCH CENTER

REMEMBER:
-Graphics are tools.
They can't do all the work
-Comprehensive weather story



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Source: Nielsen Media Research and Alliance for Audited Media

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TROPICAL STORM ANA

LOCATION: 23.8°N, 76.1°W WIND: 35 mph

MOVING: NW at 7 mph PRESSURE: 1007 mb



What is changing? Viewing methods & habits

Mobile Drives Online Traffic



39 out of 50 news sites get more traffic from mobile devices than from desktop computers

BUT



For only **10** out of 50 news sites mobile visitors spend more time per visit on the site than desktop visitors

Source: comScore Media Metrix, January 2015, U.S.

PEW RESEARCH CENTER

Remember: People are living



How efficient can you be?



Engage the audience
Get the point across



Viewing methods &

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PEW RESEARCH CENTER

Engage the audience Get the point across

WHEN SEVERE WEATHER STRIKES, ENGAGE VIEWERS ON EVERY SCREEN WITH **MAX STORM**

Viewers turn to their televisions when severe weather strikes for the comprehensive reporting and forecasting that television news does best. This is your chance to win new viewers and build loyalty to your news brand. Live on air or streaming across every digital screen, Max Storm gives you the compelling visualizations, detailed data and fast, efficient workflow that makes it easy for a single presenter or an entire team to look their best when weather is at its worst.

MORE POWERFUL PICTURES FOR MORE POWERFUL STORIES

Take viewers into each storm in real time with Max 3D Radar, featuring the most advanced radar data in the industry. With it, you'll create engaging and informative three-dimensional views of dangerous weather using data from up to five National Weather Service NEXRAD Level II Dual Polarity radar sites. WSI's Dual Pol radar products are the most advanced in the industry, going beyond Reflectivity and Velocity to now provide access to Correlation Coefficient, Spectrum Width and Differential Reflectivity as well.

The Storm Slicer tool takes viewers even deeper, pinpointing hail cores and unravelling the most dangerous locations of the storm. Max Storm makes complex stories understandable, keeping viewers safe and winning their confidence with the best visualizations in the industry.

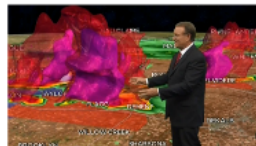


KEEP THE DRAMA ON THE SCREEN AND OUT OF THE NEWSROOM

Max Storm is built right into the Max EcoSystem for smooth workflow and maximum efficiency. That's especially important during severe weather. There's only one system to learn. Every component works together effortlessly. So you're first-to-air with the most compelling weather news in your market and engaged with your audience on their mobile screens in ways that promote your television broadcast.

EXTREME TOOLS FOR EXTREME WEATHER

Max Interactivity keeps your talent on the screen and engaged with viewers during severe weather. Scene Launch makes incorporating viewer submitted video as easy as clicking the weather map. And the Data Scope gives meteorologists an interactive tool for dissecting storms and diagramming their likely course. All the tools your weather team needs are available at the key wall or on a touchscreen, so they'll never need to pre-script moves and functions.



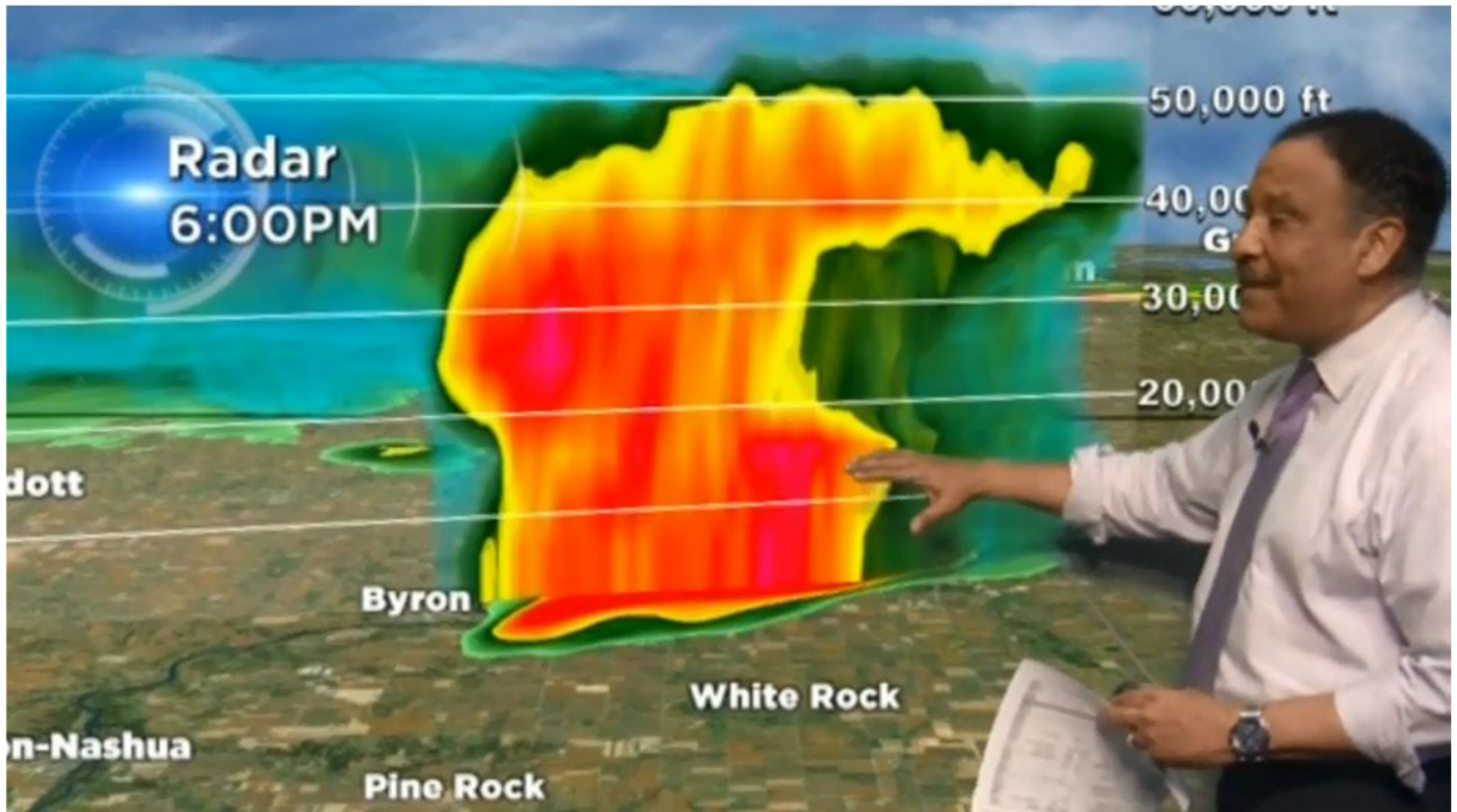
ENGAGE VIEWERS THROUGH SOCIAL MEDIA

Social Media is part of your viewers' lives. Now it can be an important part of building your audience during severe weather events. Max Social engages your audience through their social media channels, encouraging them to be part of your severe weather network by sending you their photos and videos of breaking news. The system is so fast, user-generated content can be integrated into your broadcast and mobile platforms within 90 seconds of submission.

Max Social Dialog provides a continuous stream of content from your Facebook and Twitter accounts which can be quickly vetted and added to shows in seconds. And with Max Social Post Turbo you can automatically schedule custom alerts ahead of the storm and when weather newscasts, keeping viewers safe and your news brand top of mind.

WSI

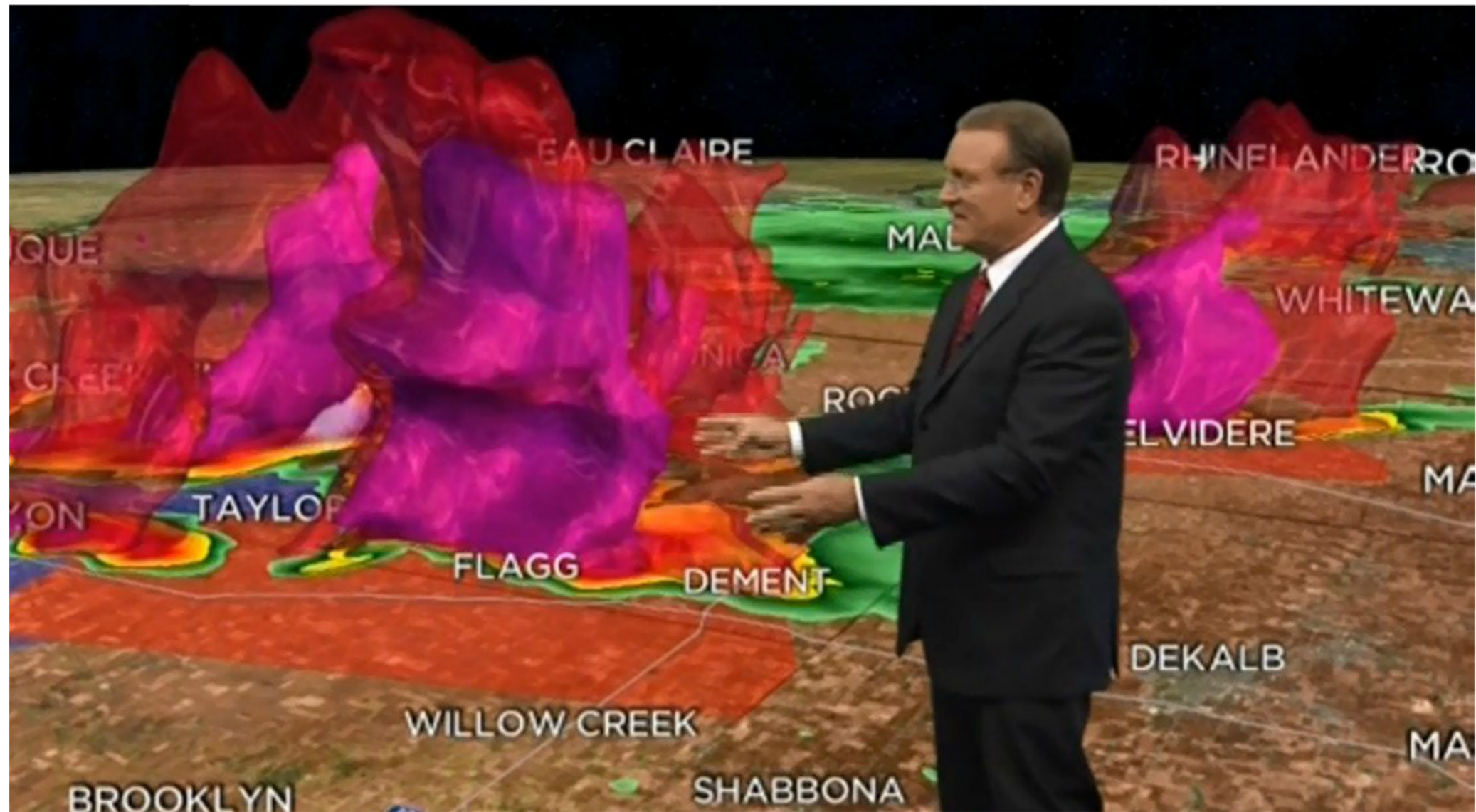
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ENGAGE VIEWERS THROUGH SOCIAL MEDIA

Remember: People
are living



How efficient can
you be?





STUDIO



You Tube

Social Media

USE FACEBOOK, TWITTER AND INSTAGRAM TO ENGAGE YOUR AUDIENCE WITH **MAX SOCIAL**

Facebook, Twitter, Google+ and Instagram show broadcast audiences of viewers of over 10 million potential opportunities a second conversation. Max Social allows you to interact in real time by giving you direct access to the conversation.

INTEGRATED WORKFLOW + EDITORIAL CONTROL
For many stations, sending to social media has been a cumbersome afterthought. Now it's an integral part of the workflow. Max Social is fully integrated into the broadcast workflow, so when you create a video segment, you can go to the social media screen and select the social media outlets you want to send to in seconds on a secure production line.

And because social media posts are now part of your video production workflow, you can review and edit social media posts and production video before the video is sent to the production line. This means you can catch errors before they happen, so you can avoid the embarrassment of a social media post that is incorrect or inappropriate.

NOW YOU HAVE CAMERAS EVERYWHERE
Some of the biggest stories in recent years have been on social media. Now you can capture and share your content in real time. Max Social can be used to bring live video to your site in less than 30 seconds, and it's easy to use. You can also use Max Social to capture and share your content in real time. You can also use Max Social to capture and share your content in real time.

INCREASE YOUR AUDIENCE AND REVENUE
For best increasing audience numbers and sponsorship sales, stations who use Max Social can expect to see a 10% increase in social media page. It's a Top 5 Market, a 10% increase in social media page. It's a Top 5 Market, a 10% increase in social media page. It's a Top 5 Market, a 10% increase in social media page.

Max Social is the only social media production and distribution solution that can be used to bring live video to your site in less than 30 seconds. It's a Top 5 Market, a 10% increase in social media page. It's a Top 5 Market, a 10% increase in social media page. It's a Top 5 Market, a 10% increase in social media page.

WSI

Graphics are mere tools. You do the work.

"Weather happens to us all"
Elkää, 2010

12/29/10

Kwellyn @kwellynWSU
Nice capture of hole punch cloud formation over Zachary, LA from @wdsu viewer Amber Naquin.

Don't look for ways to connect with viewers in "Alderaan" places

PREMIER FORECAST

WATERFORD LAKES

THAT'S NO MOON, IT'S A SPACE STATION	63	THURSDAY DECEMBER 16
PHOENIX: WEATHER YOU WILL NOT	62	FRIDAY DECEMBER 17
NO DISRUPTIONS IN THE FORCE	68	WESH.COM For More Information

GRAPHICS WITH COMPOSITION

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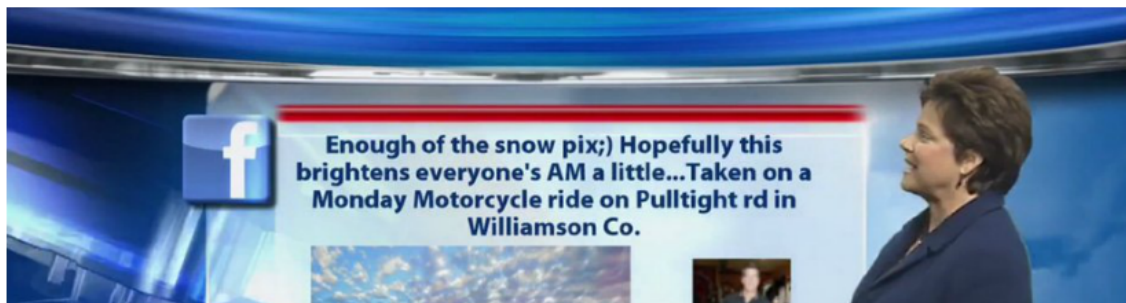
d sponsorship
engaging with
ore than tripled
v their "likes" on
nt revenue from



70% of users access **daily**
45% do **several times** a day



36% of users visit the site **daily**
22% go on **several times** a day



"Weather happens to us all"

Eisold, 2010

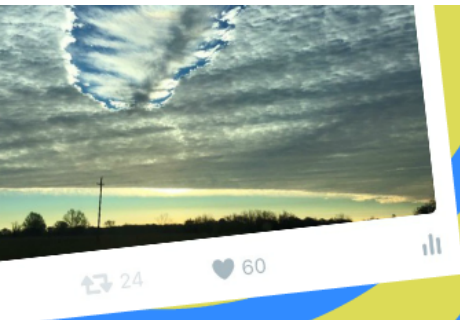
Kweilyn @KweilynWDSU 12/29/15
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Don't look for ways to connect with viewers in "Alderaan" places

PREMIER FORECAST
WATERFORD LAKES

7:00 PM	THAT'S NO MOON, IT'S A SPACE STATION	63
9:00 PM	FIND COOL WEATHER YOU WILL NOT	62
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STAR WARS
THE FORCE AWAKENS
THURSDAY, DECEMBER 17
WESH.COM
For More Information

"Alderaan" places

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STAR
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WARS

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DECEMBER 17

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For More
Information

GREENSCREEN STORYTELLERS

Storytelling With and Without the Chroma Key

As a broadcast meteorologist, you exhibit storytelling skills every time you step in front of the chroma key wall. As a meteorologist functioning in a reporter role, you are transferring that same art and function, with the help of video.

SEE IT, SAY IT

Pair storytelling with visuals, when possible. Incorporate this action into stand-ups.

When doing interviews, ask your subject to be as descriptive as possible. The goal is to try to create images in the mind of the viewer.

WRITE TO VIDEO

Watching news is a sensory experience. Allow video captured by your photographer to provide cues for writing. This will also connect the viewer to the story.

SUCCESS IS IN THE SETUP

Research the topic. If story is science related, determine if/how you can incorporate weather graphics to help tell the story.

*"We are most creative and authentic when we are ourselves."
-Gloria Steinem*

*are ourselves.”
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SUCCESS IS IN THE SETUP

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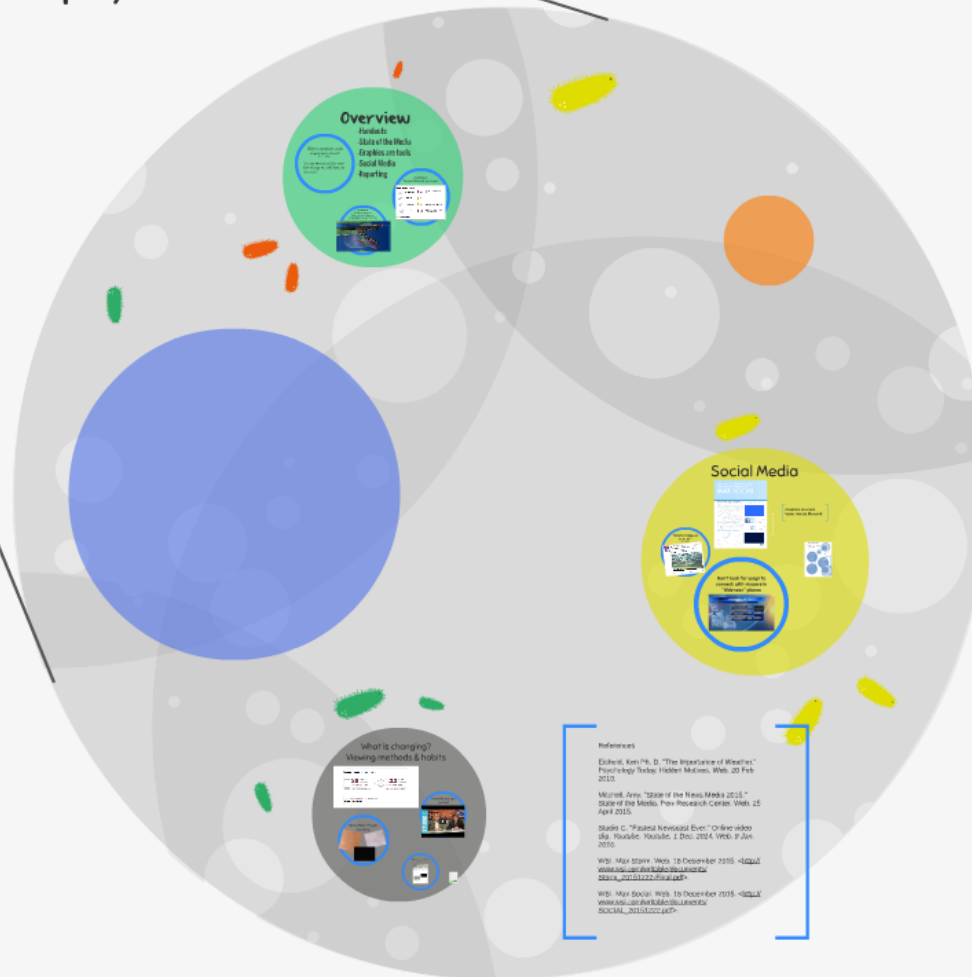
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