

ABOUT THE PROJECT

Researchers at LSU interviewed emergency managers and broadcast meteorologists (the stakeholders) from parishes across coastal Louisiana. The interviewees described their use of weather and climate tools (e.g., the cone of uncertainty) and the difficulties of communicating probabilistic information to decision-makers and the public, especially related to hurricanes

Stakeholders identified common communication challenges. They also offered suggestions and best practices for addressing the challenges. This brochure introduces these outcomes. Additional information from the interviews is available at our website.



FOR MORE INFORMATION:

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ABOUT THE RESEARCHERS

The research team includes LSU professors and graduate research assistants from the Department of Communication Studies, the Manship School of Mass Communication, and the Department of Geography and Anthropology. Professor Renee Edwards is the PI.

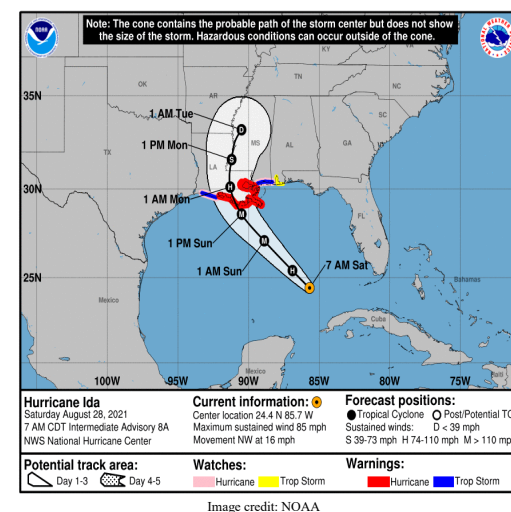
ABOUT THE SPONSORS

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Communicating Climate Tools to Coastal Stakeholders

Engagement with Emergency Managers and Broadcast Meteorologists in Coastal Louisiana



FOCUS ON

CHALLENGES, RECOMMENDATIONS, AND BEST PRACTICES

WORKING TOGETHER FOR BETTER COMMUNICATION



CHALLENGES

TO COMMUNICATING

COMMUNICATING TO THE PUBLIC

Unclear, complicated messages of hurricane risk can lead to increased levels of uncertainty among the public. Experts agree that they struggle to create effective and accurate messages to warn the public of hurricane and other risks without triggering panic.

EXPERT TO EXPERT

A lack of face-to-face interactions on a regular basis leads to a lack of trust and cohesion between colleagues. In turn, experts struggle to produce effective messages to warn the public of hurricane risks.

MEDIA COVERAGE

In an age of technology, misinformation spreads via both news and social media sources at a rapid pace. In turn, meteorologists and emergency managers alike struggle to combat sensationalized information about hurricane risks on social media.

SUGGESTIONS

FOR EFFECTIVE COMMUNICATION

BUILDING TRUST

Use plain, unexaggerated language to communicate hurricane risk to the public. Establish local councils to create and address hurricane risk messages. When possible, include the public in the communication process to acknowledge the audience and to build trust.

INTERPERSONAL RELATIONSHIPS

Prioritize face-to-face interactions to build and maintain interpersonal relationships with colleagues. Interpersonal training opportunities can encourage collaboration between emergency managers while also clarifying their duties to serve the public.

MONITORING SOCIAL MEDIA

Social media is multifaceted in both its flexibility and its interactivity for experts and the public in the event of weather-related topics. Appointed social media managers should monitor their local pages to mitigate the spread of weather-related misinformation.

BEST PRACTICES

FOR EFFECTIVE COMMUNICATION

IMPROVE AND EMPOWER

Communicate actual risk, rather than your perceived level of risk, to the public to improve hurricane messaging. Including the public audience in weather preparedness messaging can be empowering and improve accessibility to information.

FACE TO FACE COMMUNICATION

Informing the public of hurricane risk is a collaborative effort. Encourage face-to-face meetings, when possible, to maintain candid and open lines of communication between colleagues, positions, and organizations.

SOCIAL MEDIA USE

Consistent use of social media is key to delivering fast, effective, and accurate messages to the public. Combine the advantages of both social media and traditional media platforms to deliver fast, effective messages. Dedicated social media managers can be beneficial to messaging about extreme weather events.

TAKE OTHER PERSPECTIVES



BUILD TRUST



KNOW YOUR AUDIENCE