

Different Kinds of Time: Expert Challenges in Coordinating Messaging with Partners and Publics

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Time is an important concept in weather hazard communications, whether it's lead time for warnings or partner deadlines for informational needs. Based on results from a project in the social sciences for VORTEX Southeast, this presentation highlights National Weather Service communications and strategies developed for few small communities in Georgia that were devastated by a series of cool season tornadoes in January 2017. Based on interviews with NWS forecasters and broadcast meteorologists, this presentation will examine different notions of time--e.g. chronological time and kairological time--that come into play during strategies for communicating spatiotemporal information in a highly uncertain, multiple day weather event.