



# disaster preparedness report

National Weather Service

SEPTEMBER 1981

## What's Happening in DISASTER PREPAREDNESS

Another Tornado season has come and gone, the hurricane season is half over and now for the winter storm season!

Twenty-two states had tornado drills and 5 states, flash flood drills during the spring, and a number of states (or portions of states) have had hurricane Awareness Weeks and/or drills including Texas, Louisiana, Alabama, and North Carolina.

How well is your state or area prepared for the coming winter season? Awareness programs are most important and among the best ways to inform the public is through the media including newspapers, radio, and TV. A new NOAA TV PSA on winter storms is being distributed this month. How about winter storm advice on the NWR?

Another good way to become involved in awareness programs is to develop or become part of workshops and seminars. This is particularly true with newspaper, TV and Radio Workshops.

Al Hinn, MIC, Wilmington, North Carolina, is involved in two types of workshops, one for the media and one for the public during the North Carolina Hurricane Awareness Week.

Newton Skiles, Little Rock, Arkansas, working closely with the Arkansas 4-H Cooperative Extension Service, developed a plan of action whereby volunteer leaders could present workshop material to others in their community, a fan-out of awareness and preparedness information. We feel that other DP leaders might want to look into this means of reaching the public.

Cecil Palmer, MIC, WSO, Houston, was quite instrumental in putting together an "Upper Texas Coast Preparedness" conference. Dave Barnes, MIC, New Orleans, along with Cecil spoke at the late May conference -- an excellent way to bring preparedness groups and media together just prior to the hurricane season.

o The new (revised) Flood, Flash Floods, and Warnings brochure (71009) should be available from CLSC by mid-October. The new ordering number will be NOAA/PA 81010.

- o A new non-technical slide set on tornadoes will be available soon along with the revised Spotters Guide for Identifying and Reporting Severe Local Storms (NOAA/PA 70011). The new ordering number of the Spotters Guide will be NOAA/PA 81011 and should be available from CLSC in mid-December.
- o The new spotter's guide serves as a supplement to the NWS spotter film and slide series. It is to be used by trained spotters as a reference source. It is not to be used as a general handout or as the primary tool for training spotters. Copies should only be given to persons that complete training conducted or approved by the NWS.
- o The 3 TV PSA's on Winter Storms, Tornado, and Floods will be mailed to each field office in late September.
- o Tentative plans for the coming fiscal year call for a new lightning brochure, dust storm and fog wallet cards, and new updated graphics for the tornadoes, flash flood, and hurricane slide sets. We are also updating the following brochures: Survival in a Hurricane PA 70027; SKYWARN - Seconds Save Lives PA 70010; Tornado Safety Rules in School PA 74025; Flash Flood PA 77014, Disaster Preparedness Catalog PA 76021, and Some Devastating North Atlantic Hurricanes of the 20th Century PA 77019.
- o Capital Film Laboratory is no longer in business. Anyone interested in purchasing the movie films, Tornado - A Spotter's Guide and Neosho should order them from:

Byron Motion Pictures  
65 K Street, N. E.  
Washington, D. C. 20002  
Telephone No. 202-789-1100

If you are keeping a copy of the Disaster Preparedness Catalog (NOAA/PA 76021, Rev. June 1980) updated for your use, you should make the change noted above on the bottom of the next to the last page.

- o Another way to inform the public of river stages? Ohio Cable TV Corporation is placing river stage readings on their public service channel at Marietta, Ohio. Grant Vaughan, Hydrologist, Cleveland, Ohio, working through the mayor's office, mapped out this well received method of keeping the public informed of possible flood conditions.
- o SKYWARN networks continue to increase in the west. Mike Mogil, WSFO, San Francisco, is organizing networks in central and northern California. Mike is organizing mostly amateur radio groups for rapid gathering of data from a variety of weather problems.
- o MIC Jack Schnable, Jacksonville, Florida, reports that placing safety rules on paper bags is still popular.

Publix Supermarkets, Inc. will continue to print Hurricane safety information on their shopping bags during the Hurricane season. In the past 2 years, more than 100 million bags have been printed with hurricane safety information on them.



o With the assistance of MIC William Blum and staff at WSO, Galveston, Texas, the Galveston Daily News issued an excellent 20 page supplement to the August 4, 1981, paper. It was titled "Hurricane, What to do before, during and after a major storm". This is the second (we have seen) very good Hurricane supplement issued by a newspaper. The other is the "Hurricane" 8 page supplement for the Tampa Bay Region by the Corps of Engineers and Tampa Bay Regional Planning Council, distributed to four counties by Tampa Bay area newspapers.

o Fred Cramer, MIC, WSO Tallahassee, discussed hurricane preparedness on a live television show which was seen throughout the Tallahassee County Area of Responsibility. Also on the show was the State of Florida, Chief of Disaster Preparedness, Bob Hawfield.

o Dr. Jose' Colon, MIC WSFO San Juan, reports that a Puerto Rico film company has worked with the WSFO on the production of a hurricane awareness spot to be shown before the main feature at some 90 theaters in Puerto Rico. In addition, a number of excellent hurricane tracking charts and safety publications in spanish have been developed through the sponsorship of private industry in Puerto Rico.

o John Sanders, North Carolina, Coastal Weather Awareness Specialist, and Dick Wood, DP Program Leader, appeared on WITN-TV in Washington, North Carolina, to promote hurricane awareness and preparedness. The hour long program was shown on cable TV throughout North Carolina (a week before tropical storm Dennis!).

o OIC, Norman Carroll, Evansville, Indiana, reports a very active DP Program. Since November 1980, approximately 1,963 persons have attended special meetings or training sessions conducted by the Evansville, WSO staff. "In addition we have done 15 TV interviews, 30 Radio spot programs and/or talk shows, and the guest speaker at 10 Civic Club meetings.

o Recently, two of our forecast offices have been involved in drills in cooperation with FEMA and other state and federal agencies.

On May 11-14, WSFO Los Angeles, participated in a preparedness drill at the San Onofre nuclear generating plant. This was an excellent opportunity for the NWS to ensure that the other participants were aware of our capabilities and ability to support a nuclear disaster. Because of our participation, rapport with all the agencies involved was dramatically improved.

On May 18, WSFO Portland, participated in a Mt. Hood volcano exercise. This exercise was conducted by the Mt. Hood National Forest Supervisor's Office, located in Gresham, Oregon. Forecasters from WSFO Portland and hydrologists from NWRFC Portland participated in the exercise, which compressed 4 days of volcanic activity into an 8-hour period. All agencies in the Oregon State Emergency Operations Plan were tested on their ability to execute their assigned responsibilities in the event of an eruption of Mt. Hood. Our offices played a critical role in the exercise because of the importance of weather in a volcano eruption and the potential for flash floods. This exercise increased the awareness of the agencies in Oregon as to the capability of the NWS in that area and also increased rapport and cooperation between the agencies involved.

o An interesting article on SKYWARN and HAMS appeared in a Bismarch Tribune supplement in late August. MIC, Donald Stoltz, WSFO, Bismarch, says the reporter wanted to "go along" during a severe weather situation and observe first hand how the system works.

o As an offshoot of previous Tornado Safety Weeks and participation in the Ohio Cable TV Convention, Lynn Maximuk, DPM, Cleveland, is working with the Ohio Society of Professional Engineers (OSPE), to jointly sponsor a booth at the Ohio State Fair. The display deals with tornado safety. Lynn provided display material, handout literature, audio-visual aids and information.

The OSPE paid for and manned the 30' x 10' display, built a portion of the display and printed 50,000 pieces of tornado safety literature.

The movies - NEOSHO, Day of the Killer Tornadoes and Spotter Training are being shown on videotape and attract large crowds. An average of around 50 people view each showing.

The OSPE built an exhibit showing possibilities of improving building construction with respect to wind resistance. OSPE engineers have reported high interest in information being provided and they have answered several questions.

The OSPE hopes to expand their participation in tornado and severe weather safety education to a larger scale. They also have had interest feelers from engineering societies in other states. This may evolve into a nationwide NWS-engineers relationship.

#### One state's Tornado Safety Report -- From Lynn Maximuk, DPM, WSFO, Cleveland

Once again this year the Ohio Tornado Safety Program was an enormous success. Cooperation from state, county, and local governmental levels was fantastic, the private sector became even more involved. NWS visibility was at an all time high. The program operated similar to how it has in the previous two years so this report will only touch upon significant accomplishments and new developments.

All segments of the media showed even stronger support of the program than they have in the past.

o Articles appeared in newspapers, magazines and corporate in-house publications.

o Every electronic media outlet in the state had something to broadcast to promote severe weather preparedness.

o NWS employees were on 103 radio shows and 41 television shows and provided countless telephone recordings.

o Severe weather preparedness programs participated in by the Ohio insurance industry, the Ohio DSA and the American Red Cross.

o Most radio, television and cable television outlets produced their own public service announcements as a part of the program.



- o More than \$1 million in public service time was devoted to Ohio Tornado Safety Month.
- o Ohio offices gave 83 weather safety talks to more than 7500 people in connection with Tornado Safety Month.
- o WSO Cincinnati, had a display at a shopping mall and a very successful display in the lobby of a downtown building. Also, noteworthy were displays in WSO Akron's area. A local Sears outlet had a special NWR display at which they ran a special on NWR receivers and distributed Ohio Tornado Safety and Ohio NWR information.
- o WSO Akron, also supported displays in shopping malls and industrial weather safety programs.
- o In the WSFO Cleveland area, several hospitals had in-service weather training for their employees and a number of industries conducted weather safety training. The Cleveland office provided visual aids and handout literature.
- o With the cooperation of the Ohio Department of Education, weather safety units were supplied to every elementary school class in the state, a Tornado Safety Poster Contest was conducted, and over 1 million "Twister" brochures were distributed through the schools, primarily the high schools.
- o The Tornado Poster Contest was quite successful with somewhere between 10,000 to 15,000 posters entered. The NWS got good publicity and visibility city and visibility through this contest. Two awards ceremonies were held. The first was at Sea World of Ohio in June. Sea World also provided free tickets to the 46 regional winners' families.
- o The statewide prizes were awarded in a ceremony at the Ohio State Fair on August 22, 1981. Over 300,000 people attended the fair, a single day attendance record. As an added note, the student participation in the poster contest has seemed to attract support of our program, bringing in corporate backing and funding. This year Sea World participated because of it and for next year several other companies have requested to become part of the program. The most notable of which is Pizza Hut of northeastern Ohio.
- o On April 15, 1981, the statewide tornado drill was very successful with widespread participation. Advance publicity of the drill was much better than in 1980.
- o Ever give a party and have no one show up? WSO Athens, recently conducted a flash flood drill which produced almost the same results. When testing their fan-out procedures for four counties in northeast, Georgia, they were hindered by the fact that their FTS was out. Using other phone lines, they were unable to contact all four primary CD contacts. Fortunately, they were able to reach three back-up contacts. It seems that the CD directors had all gone to Atlanta for a meeting. While the fan-out procedure may have been less than satisfactory, the drill was a success as it certainly identified some of the problems that the WSO could face in a real event.

o Often, we tend to evaluate the value of our spotter training in terms of the reports that we receive at our offices. There are many other benefits to the training effort as illustrated by an event which occurred in WSFO Fort Worth area. A F4 tornado destroyed 90 percent of a small community in Lamar County, but no one was killed. One reason that no fatalities occurred was that a teenage boy who had been to a NWS spotter training class correctly identified the formation of a wall cloud. After being alerted by his son, the boy's father warned a church full of people that a tornado was forming. They evacuated the vulnerable church which was resting on cinder blocks. The church was levelled.

SEPTEMBER 1981

DISASTER PREPAREDNESS ROSTER

NWS HEADQUARTERS STAFF • 427-8090

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James B. Jones	Deputy Chief	
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EASTERN REGION

<u>Eugene Kilgore</u>	Public Services Met.	665-3712
Albert Kachic	Reg. Hydrologist	665-7028
Lynn Maximuk	Cleveland	293-4949
Mary Parker	Columbia, SC	677-5501
Rich Schwerdt	Washington, DC area	763-8300
Dave Curtis	Hartford, RFC	244-2178
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CENTRAL REGION

Laurence (Bud) Shaffer	Asst. Chief, MSD	758-3239
Ken King	Fl. Flood Coord.	758-3229
Charles Stwertnik	Chicago	353-4680
Robert Corbett	Des Moines	862-4492
Kenneth Rizzo	Ann Arbor	378-2220
William Cery	Indianapolis	331-5411
Guy Tucker	St. Louis	279-7018
Steven Schurr	Topeka	752-2630
John Feldt	Louisville	352-5210
Jerry McDuffie	Sioux Falls	862-3030

Focal Points

Robert Kilpatrick	Albany	562-6586*
Frank Prody	Charleston, W. Va.	924-1405
Jim Allen	New York	662-5569
Theresa Rossi	Pittsburgh	722-2882
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SOUTHERN REGION

<u>Larry Mooney</u>	Regional DPM	334-2812
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Jay Shelley	Birmingham	229-1549
Vacant	Jackson	490-4639
Vacant	Little Rock	740-5331
Neil Marchbank	Oklahoma City	749-4155
Clifford Brock	San Antonio	730-5025
Robert Case	Miami (Focal)	350-5547

ALASKA REGION

Burt Goldenberg	Chief, MSD-Anchorage	271-5127
	Dial Seattle Operator	399-0150

PACIFIC REGION

	Honolulu	
Vacant	DPFP/FL.FI/ Spec.	836-1831
	Dial San Francisco Operator	556-0220

All numbers listed are FTS unless otherwise indicated  
 \*Dial Washington FTS Operator to get overseas FTS operator (809-791-3490)