

asullins@abc15.com

KNXV- ABC15

**MOST ACCURATE
FORECAST**

AMBER SULLINS
CHIEF METEOROLOGIST



ASullins.ABC15



@AmberSullins



AMBER.SULLINS

DUST STORMS (OR HABOOBS)

- Arguably our biggest weather “problem”
- Can be the “most viral” of all our Arizona weather threats
- Captures the awe of people across the country and the world (unlike lightning, flooding, etc... massive dust storms do not happen in very many places.)



DUST STORMS – SOCIAL MEDIA ENGAGEMENT

Post Details

Reported stats may be delayed from what appears on posts ✕



Amber Sullins

Published by Amber M Sullins [?] - August 11, 2015 · 🌐

Amazing shot from my buddy Troy Barrett in AIR15 this morning!



8,413 people reached

[Boost Post](#)

Deborah Stocks, Margo Papke and 155 others 10 Comments 71 Shares

Like Comment Share

8,413 People Reached

579 Likes, Comments & Shares

416

Likes

157

On Post

259

On Shares

87

Comments

10

On Post

77

On Shares

76

Shares

71

On Post

5

On Shares

634 Post Clicks

233

Photo Views

0

Link Clicks

401

Other Clicks

NEGATIVE FEEDBACK

6 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

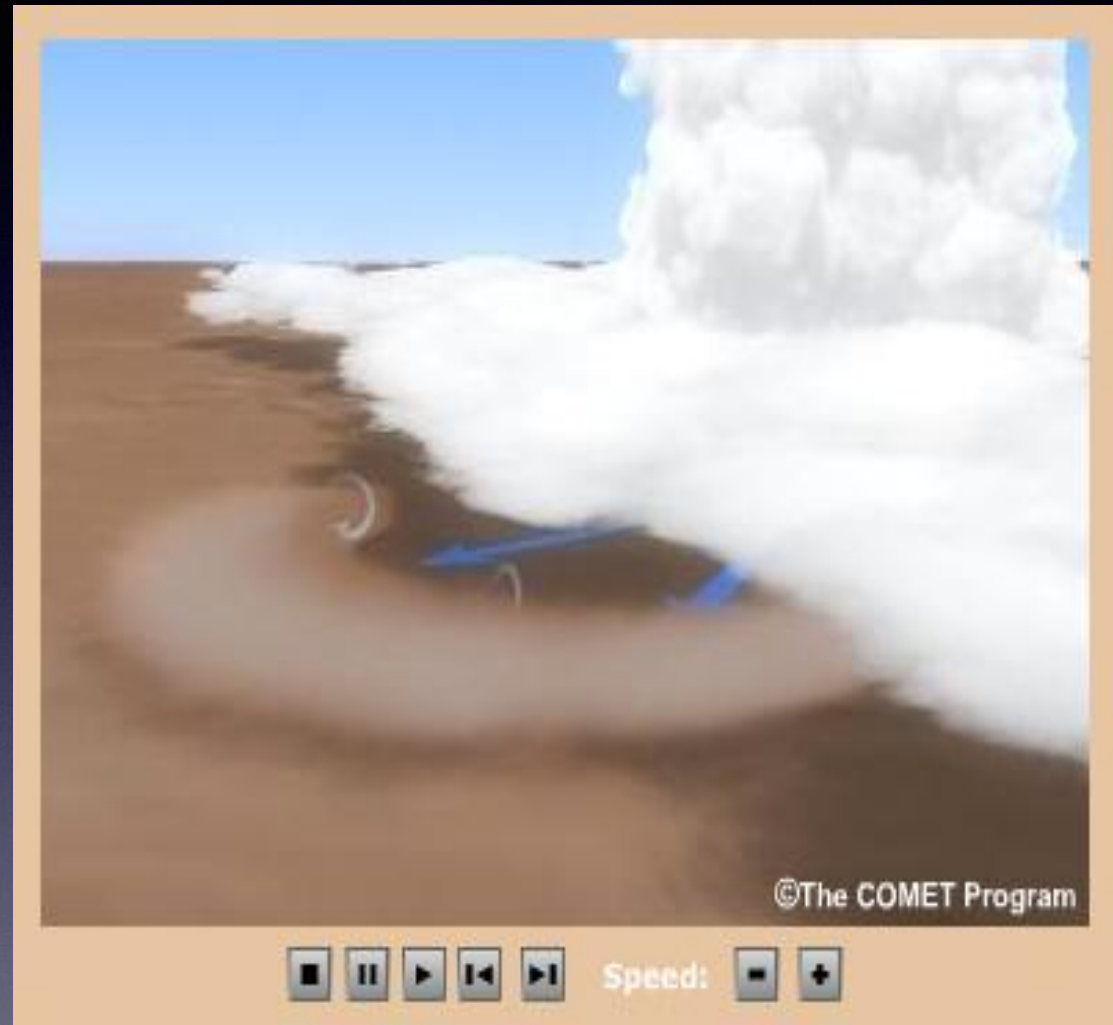
DUST STORMS: PROBLEM FOR TV COVERAGE



- It's TV...we need visuals!
- We have options in town, but dust storms originate where we don't have many people or cameras.
- We must rely heavily on weather spotters, chasers, tweets from ADOT or DPS, etc... to help us with initial detection

DUST STORMS – What tools do we have for detection?

- Understanding of the area:
 - Where do we have storms?
 - Are they collapsing/downbursting?
 - Is that happening over the open desert?
 - Is the ground dry or saturated...?
 - If we suspect dust, we can send the chopper
 - NEW this year: Dust detection network (Ken Waters)



DUST STORMS – Radar can sometimes help

When dust gets high enough, we see it on radar by looking for outflow boundaries.



March 25, 2014

AIR15 – GREATEST ASSET FOR TRACKING DUST STORMS



CONS:

- Expensive to fuel, staff and maintain so we no longer have our own. We share with Ch. 12 and Ch. 10. Everyone has to agree on where to send chopper and what they're going to cover.
- Can only be up for 1.5 hrs before they need to refuel. Often interrupts our coverage.
- No chopper staff on the weekends

LIVE cutin on ABC15 from September 3rd, 2015

We continued LIVE coverage on ABC15.com and ABC15 mobile from 1-4 p.m. on September 3rd, 2015 during the dust threat



5,500 viewers tuned in on their mobile devices!

(One of the biggest #s of the year for live video. Only comparable day that was not weather-related was the freeway shootings coverage.)

So what do we need from all of you?

- Tweets/emails at first sight of blowing dust. Please include location and video. (shoot landscape/horizontally not vertically!)
Email: share@abc15.com)
- Phoners: call in and talk to us about what you are seeing on TV or on ABC15 mobile (app and online coverage). DPS/ADOT can also provide safety tips/stats. You can send these to us ahead of time and we can make graphics to use all season long.
Phone: [\(602\) 685-6351](tel:6026856351)
- The media may be the primary messenger but it takes an entire community to work together to keep people safe.



Photo courtesy of Eric English, ABC15 Photojournalist

asullins@abc15.com

KNXV- ABC15

Photo: Steve Flowers, 2012



ASullins.ABC15



@AmberSullins



AMBER.SULLINS

Contact ABC15: (602) 685-6351 or share@abc15.com