

Evolution of Broadcast Meteorology: A Case Study

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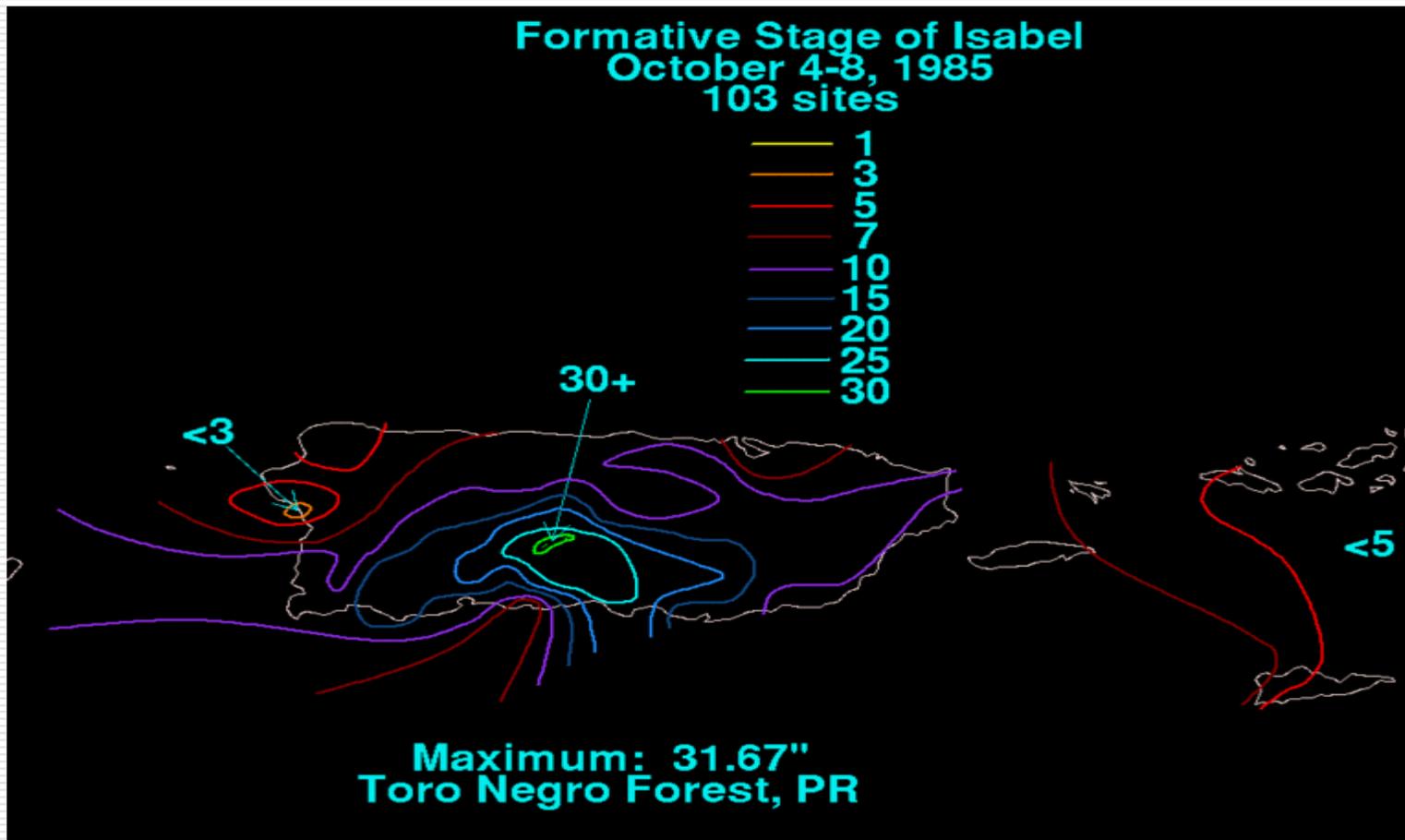
Puerto Rico: Sophisticated Media Market

- ❑ Population nearly 4 million
 - ❑ US Territory ("Commonwealth")
 - ❑ DMA size between Denver (#18) and Sacramento (#19)
 - ❑ WKAQ: 2nd radio station in Latin America, 5th in the world
 - ❑ More radio and TV stations per square mile than elsewhere in the world
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Weather in the Tropics: Same old, same old?

- ❑ Little or no importance given to weather forecasts in local media
 - ❑ Only Professor McDowell (University of Puerto Rico) on the government station (WIPR Channel 6)
 - ❑ Lucy Pereda (“weathergirl” on commercial stations)
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Tropical Storm Isabel (1985)



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Hurricane Hugo (1989)



Media responds to major disasters

- ❑ Isabel and the Mameyes landslide
 - ❑ Hugo (EAS successful)
 - ❑ More attention paid to NWS, more collaborative efforts between media, emergency managers, local and federal government
 - ❑ Luis threat, Marilyn strike (1995)
 - ❑ Hortense floods (1996)
 - ❑ Georges landfall (1998)
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