

CHETEK TORNADO

MAY 16, 2017

Lessons for:
Media
Business
Government
Emergency Responders



TORNADO TIMELINE

5:00 PM: Initial warning broadcast



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: Tornado on the ground, Facebook posts

5:40 First news team dispatched to scene



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports "substantial damage and injuries"

6:20 PM Second news teams dispatched to Chetek area



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports "substantial damage and injuries"

6:20 PM Second news teams dispatched to Chetek area

7:25 PM Sheriff confirms 1 death & 25 injuries



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports "substantial damage and injuries"

6:20 PM Second news teams dispatched to Chetek area

7:25 PM Sheriff confirms 1 death & 25 injuries



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports "substantial damage and injuries"

6:20 PM Second news teams dispatched to Chetek area

7:25 PM Sheriff confirms 1 death & 25 injuries



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports “substantial damage and injuries”

6:20 PM Second news teams dispatched to Chetek area

7:25 PM Sheriff confirms 1 death & 25 injuries

9:00 PM Sheriff Fitzgerald media briefing



TORNADO TIMELINE

5:00 PM Initial warning broadcast

5:39 PM Eyewitness report: tornado on the ground, Facebook posts

5:40 First news team dispatched to scene

6:00 PM Citizen video of tornado near Chetek

6:17 PM Sheriff reports "substantial damage and injuries"

6:20 PM Second news teams dispatched to Chetek area

7:25 PM Sheriff confirms 1 death & 25 injuries

9:00 PM Sheriff Fitzgerald media briefing

10:00 PM Live broadcast from site



WHAT'S CHANGED?

- Social media reports often surface before traditional media
- People on social media do not follow journalism rules for confirmation
- Increased risk of misinformation
- Mainstream media forced to work faster as a result
- Have a plan to respond with very basic info quickly; more detailed info can wait
- Designate someone who can post official info to social media