

## **Rick Knabb**

### **On-Air Hurricane Expert, The Weather Channel**

#### **Speaker Bio:**

Dr. Rick Knabb has returned to The Weather Channel as the network's on-air hurricane expert and tropical program manager. Dr. Knabb leads hurricane and tropical storm reporting and provides expert in-depth forecast analyses and updates for the nation's only 24-hour source of national storm coverage.

Dr. Knabb comes to The Weather Channel after serving as Director of the National Hurricane Center (NHC) in Miami from 2012-2017. While at the NHC, he oversaw development of various programs implemented to change the way the public understands and is warned about hurricanes, tropical cyclones, and their impacts. Dr. Knabb led creation of the storm surge watch and warning system, which highlights coastal and lowland areas at risk of flooding and storm surge -- often the greatest threat to life and property from cyclones and hurricanes.

Dr. Knabb is a trusted voice in weather. During his first tenure at The Weather Channel, he led the reporting of significant events including Hurricane Irene in 2011. As NHC Director, he oversaw the hurricane center team during severe weather events including Hurricane Sandy in 2012 and Hurricane Matthew in 2016.

Prior to his first tenure at The Weather Channel, Dr. Knabb served as Deputy Director of the Central Pacific Hurricane Center in Honolulu. Before that, Dr. Knabb served as a Senior Hurricane Specialist and the Science and Operations Officer at the National Hurricane Center in Miami. He prepared and issued official forecasts during several historic weather events, including the announcement of development of Hurricane Katrina over the Gulf of Mexico in 2005.

A Chicago native, Dr. Knabb received his Bachelor's Degree in Atmospheric Science from Purdue University. Dr. Knabb received his Masters of Science and

Doctorate in Meteorologist from Florida State University and completed postdoctoral work at the University of Hawaii. He is a member of the American Meteorological Society.

## **Presentation:**

### **The Need to Align our Inconsistent Public Messaging on Weather Disaster Readiness**

Rick will describe, based on both his personal and professional experiences in dealing with hazardous weather, why it is so critical that we as professionals on the front lines of keeping people safe must once and for all align our collective outreach messages to the public well in advance of the next weather disaster. All of our organizations do some form of outreach regarding personal disaster readiness via public events, mass media, social media, websites, printed materials, and/or one-on-one conversations. Unfortunately, our collective messages often do not emphasize or even mention the same critical actions that people should take, or we provide conflicting information, all lessening the chances that people properly get ready well in advance of the next weather disaster to strike where they live. How do we get past doing fragmented and inconsistent outreach and actually bring a collective, consistent message to the public and further enhance the physical safety and financial security of the people we serve?