

2007 Mid South Heat Wave

Sustained Service During A Long Duration High Impact Event

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and Kristin Scotten

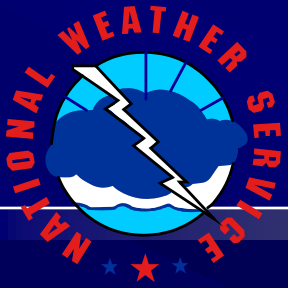
National Weather Service

Memphis, TN



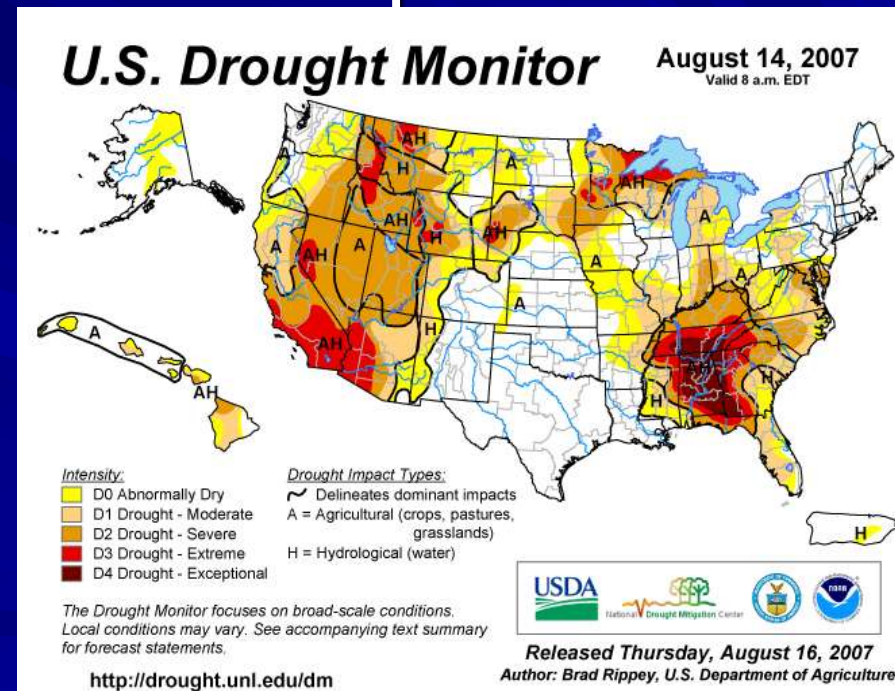
Overview

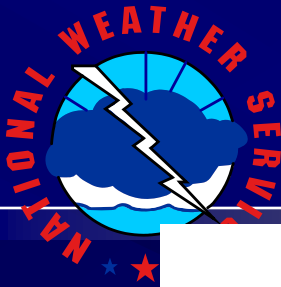
- Influence of Ongoing Drought
- Synoptic and Surface Conditions
- Raising Preparedness and Awareness
- Collaboration With Key Partners
 - Team Approach To Safeguarding Lives
- Heat Wave Notable Statistics
- Lessons Learned
- Summary



Influence of Ongoing Drought

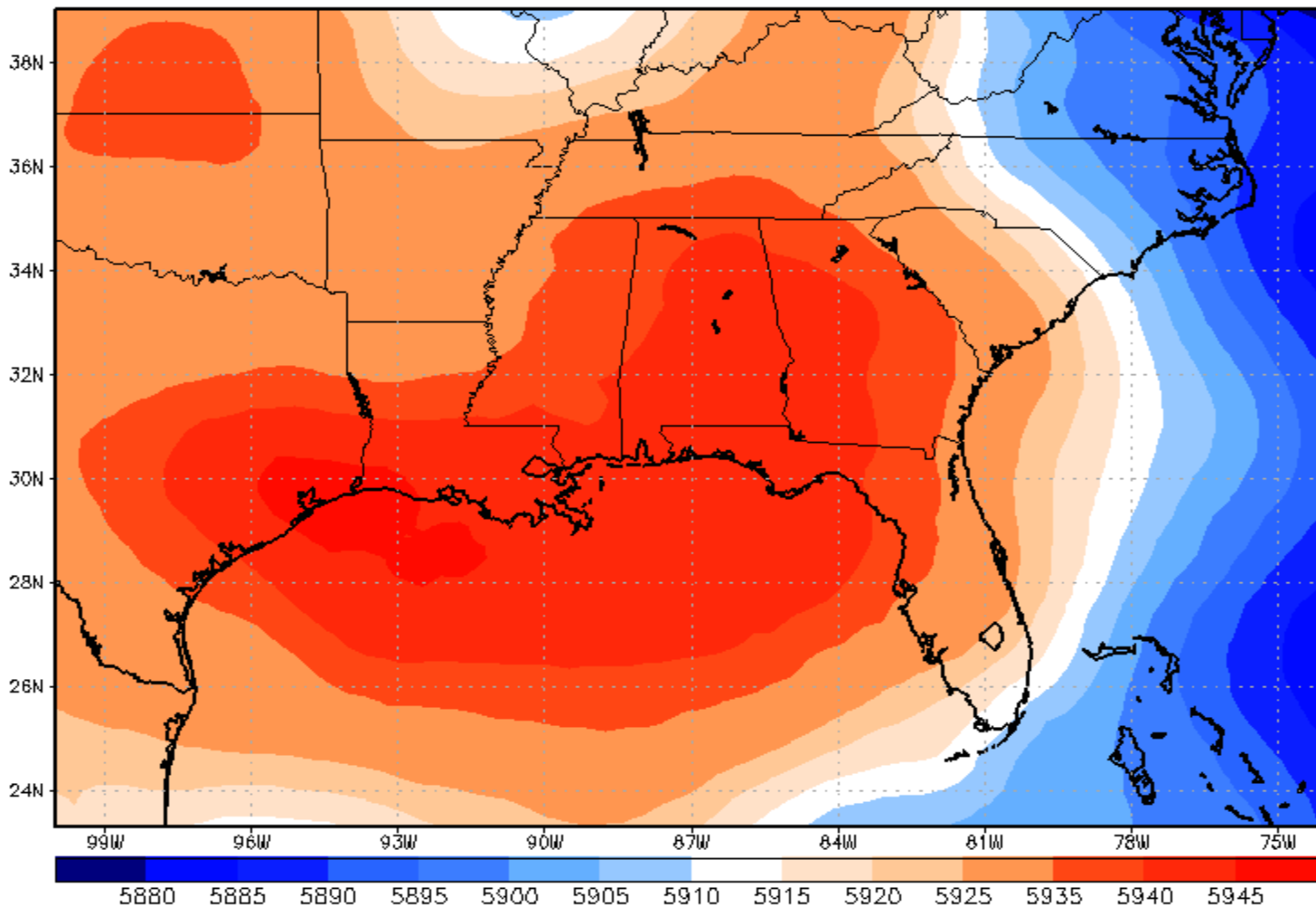
- Soil and Vegetation Much Drier Than Normal
- Allowed Heat Wave to Develop Over Drought Area
- Increased Intensity And Duration



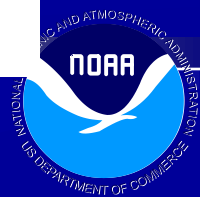


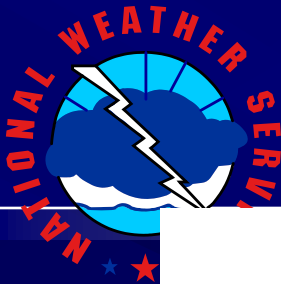
500 MB Analysis

500 HGTprs [gpm] at 00Z Tue 07aug2007



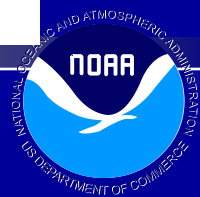
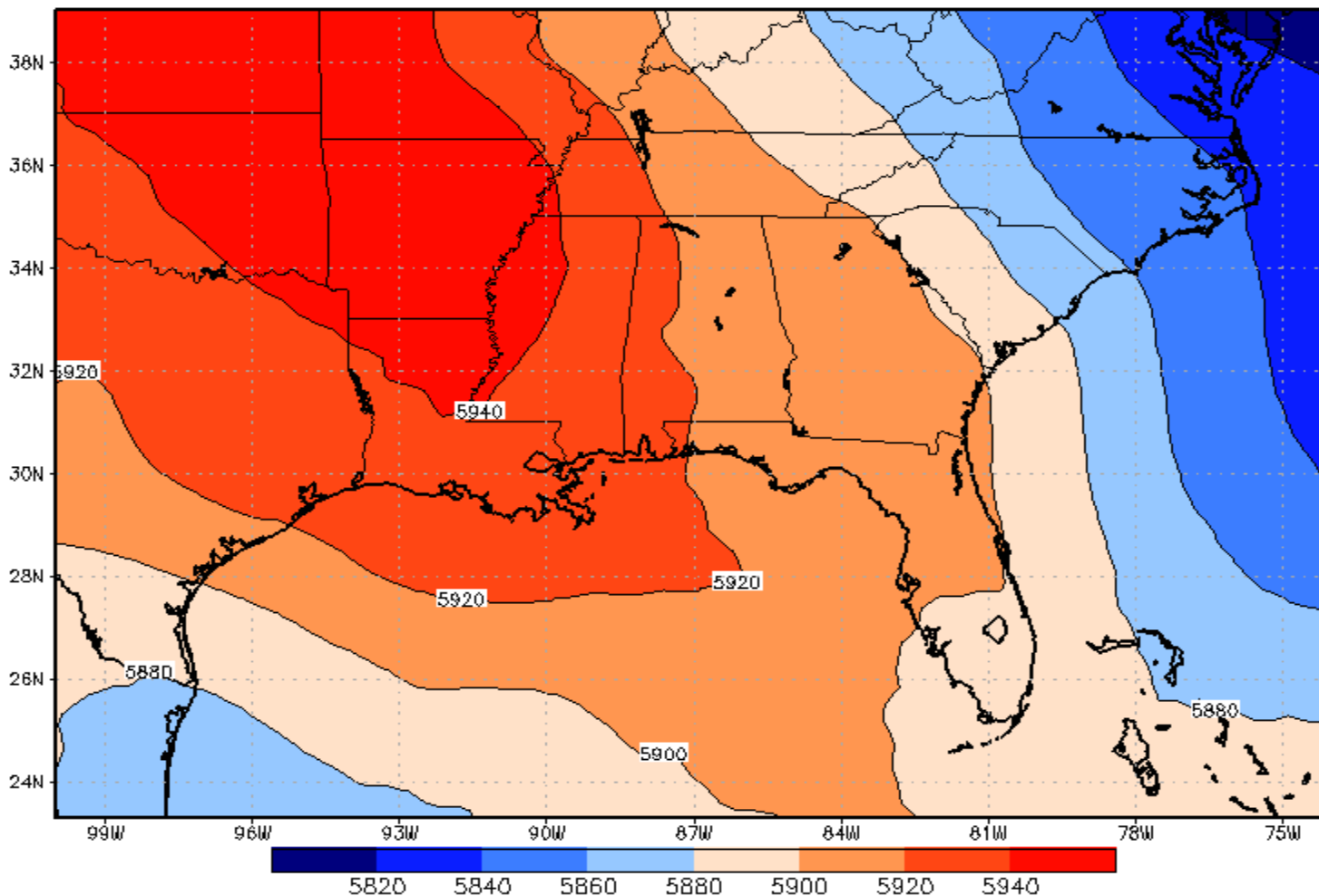
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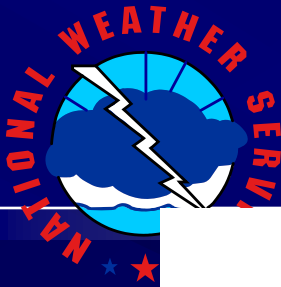


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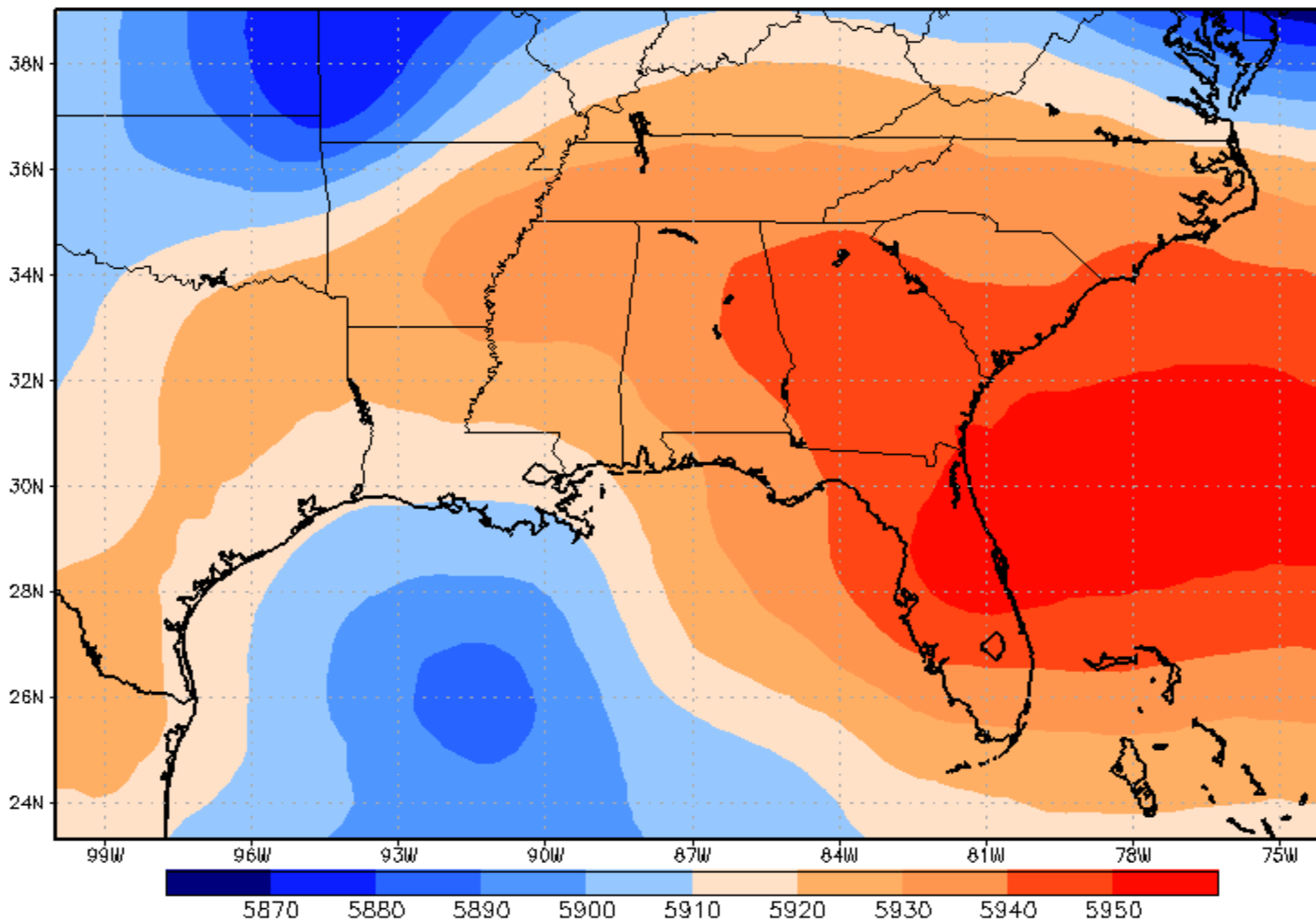


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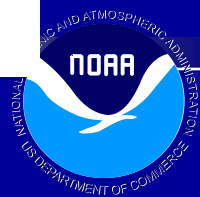


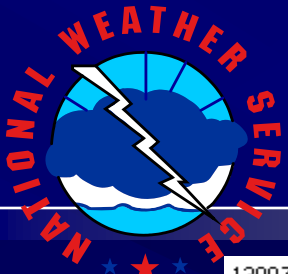
500 MB Analysis

500 HGTprs [gpm] at 00Z Mon 20aug2007

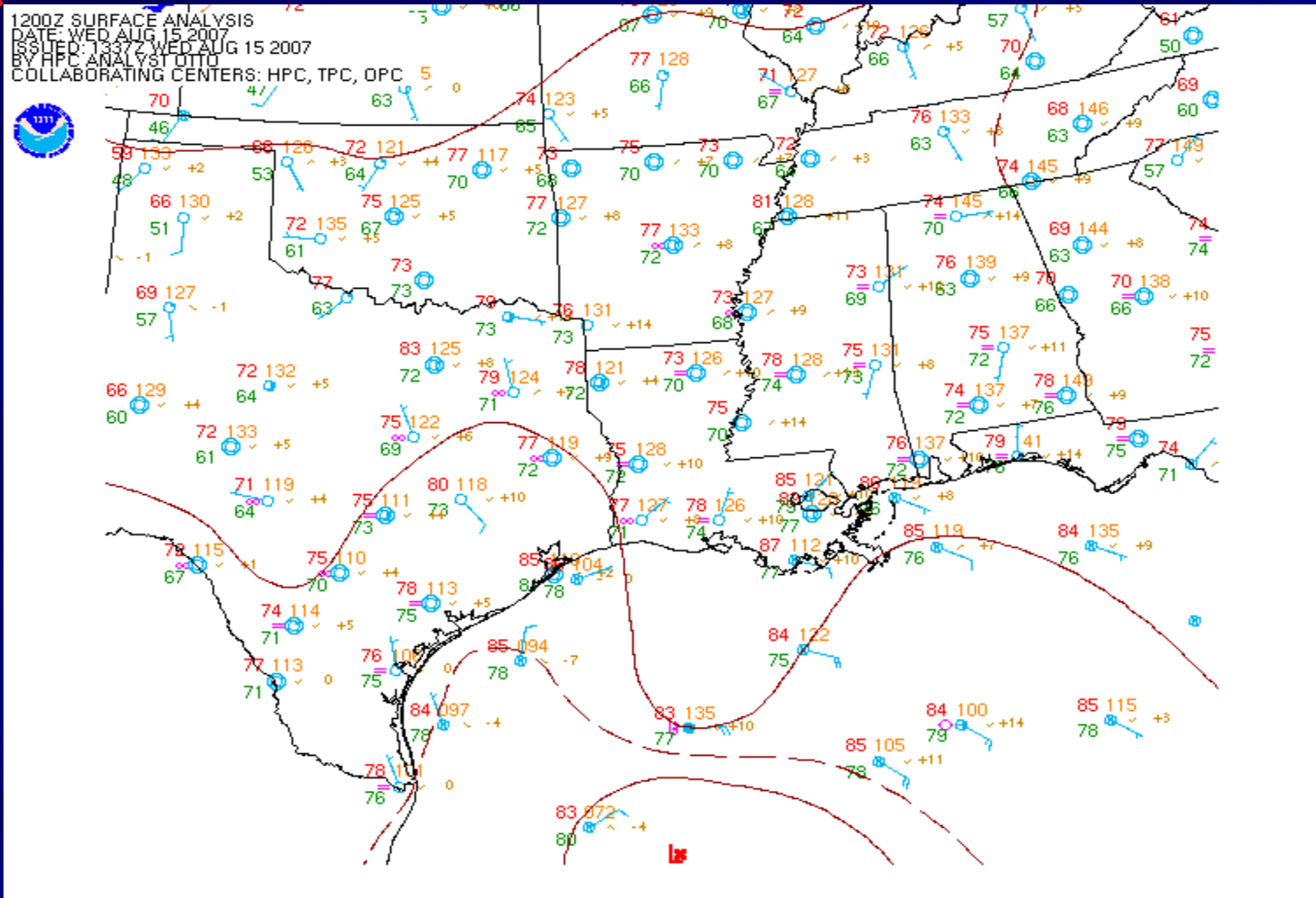


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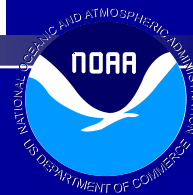


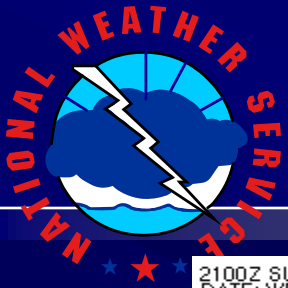


Surface Analysis

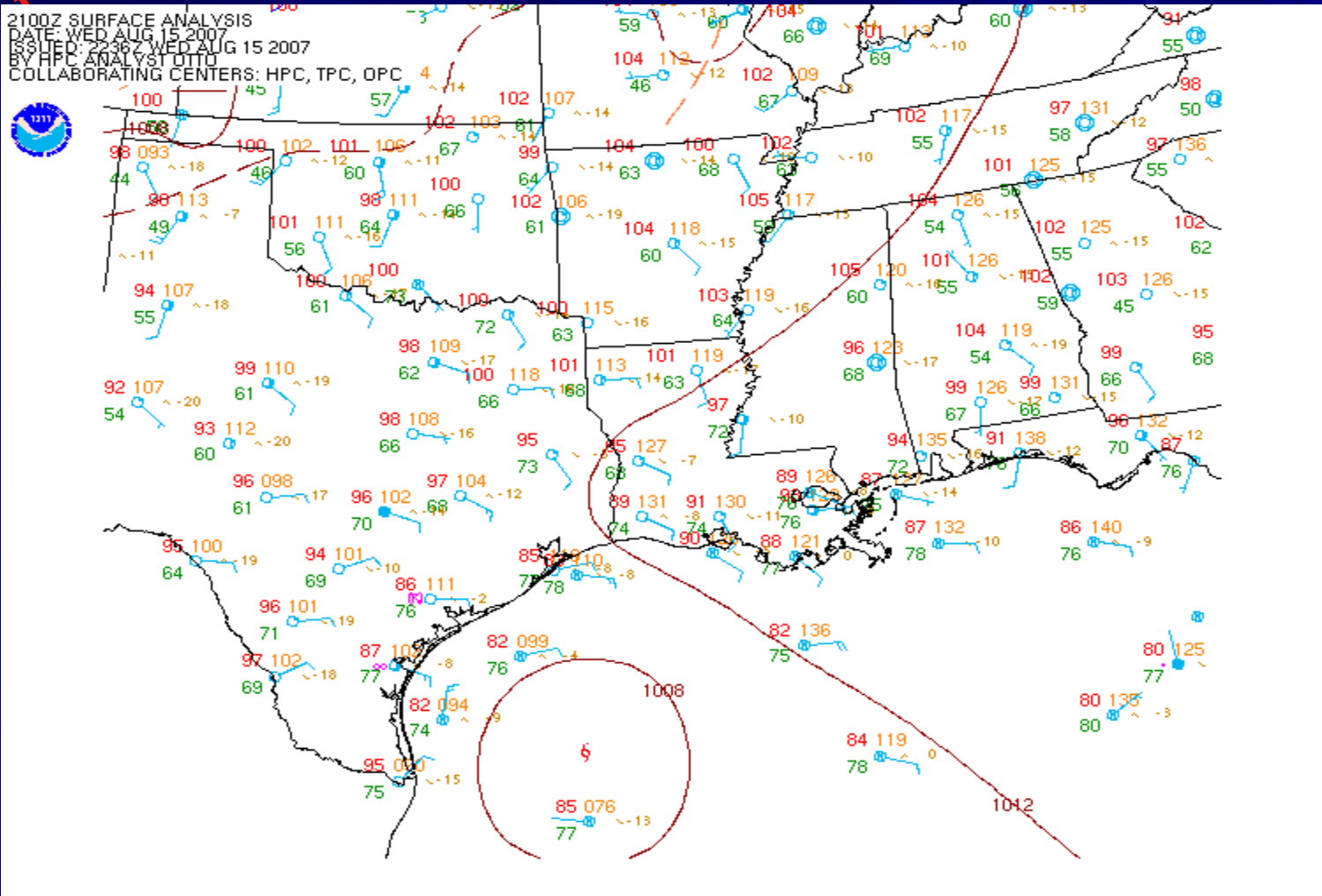


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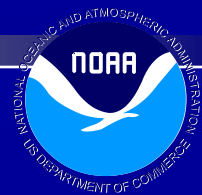


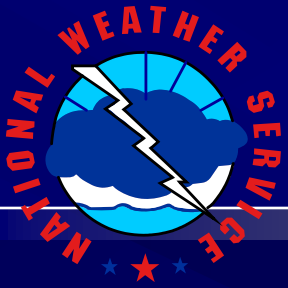


Surface Analysis



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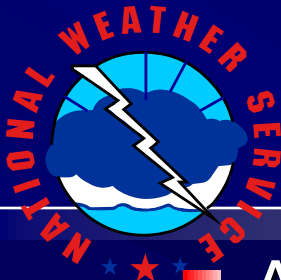
Raising Public Awareness

- Heat Wave in HWOs - July 30th
- Heat Advisories - Most Days August 5th through 18th
- Excessive Heat Warnings - August 14th through 16th
- WFO Led Regional Media Press Conference - August 14th
- Numerous TV Interviews
- Frequent Public Information Statements



Key Partner Collaboration

- Western TN EM Briefing - August 6th
- Media
 - August 14th Regional Press Conference
 - City of Memphis (Public Health, Air Quality) Participation
- FOX's "Good Morning Memphis" Live Early Morning Interviews
- Frequent Coordination with City of Memphis Coroner's Office
- Jackson, TN Heat Press Briefing - August 7th

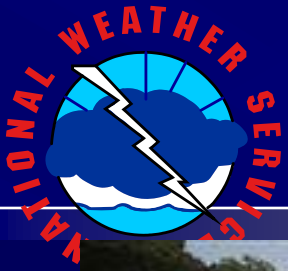


Heat Wave Notable Statistics

- All Time Record High of 106 in Jackson, TN
- August Number of Days in Excess of 100 Degrees
 - Memphis 13 days
 - Jackson 17 days
- Record Consecutive Days in Excess of 95 Degrees
 - Jackson, TN 31 Days
 - Memphis 28 Days
 - Tupelo 25 Days
- 14 Fatalities (compared to 83 fatalities in 1980)

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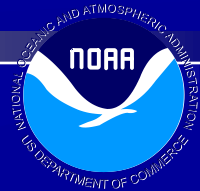




Elvis' 30th Anniversary of Death



A woman was found dead near Graceland on Wednesday as thousands of fans filled the tourism complex to mark the 30th anniversary of Elvis Presley's death. The woman, 67, was found dead inside a tent at a campground near Graceland. She had chronic health problems, but the Shelby County medical examiner's office said heat played a role in her death.



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Lessons Learned

■ Relationships Matter

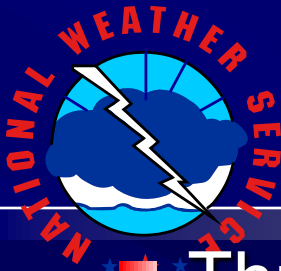
- Team Approach to Low Intensity Long Duration Event

■ Frequent Updates to Information

- Sustains Interest and Awareness
- Quantifies Magnitude of Event

■ Take The Lead

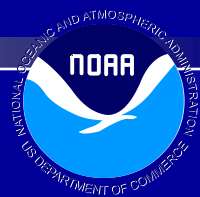
- Set The Tone For Event Or Else the Tone Will Be Set For You



SUMMARY

- Three Week Heat Wave in August 2007
- Developed Over Ongoing Drought Area
- Worst Mid South Heat Wave Since 1980
- Proactive WFO Service For Long Duration High Impact Event
- Sustained High Level Of Interest In Low Intensity Life Threatening Weather Hazard - “Silent Killer”
- Set Tone For Region’s Response to Heat Wave
 - Press Conference
 - Media Interviews
 - Briefings and Information Statements

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Questions

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