

LIGHTNING DATA CENTER MINUTES

December 9, 2022

ST. ANTHONY HOSPITAL, LAKEWOOD, COLORADO

HAPPY HOLIDAYS TO ALL!

Members present: Clark, Swanson, Yarnell, Langford and Crow. Meeting began at 11:50 AM and ended at 12:45 PM.

1. The LDC is accepting donations, either as cash or check. If you donate via check, please make your check payable to Steve Clark at 755 S. Clinton Street, #2A; Denver, CO 80247. He will cash the check and keep the cash holdings specifically for the LDC. When the LDC incurs expenses, Steve will pay for services rendered through his bank account using the cash from LDC's cash holdings. A log will be maintained detailing the inflow and outflow of monies. LDC currently has \$837.00 in cash. A reimbursement check was issued to Barb Stemple for printing costs of lightning safety brochures.
2. Carl Swanson and Dr. Phil Yarnell brought to our attention a recent TV ad by the sports betting website Pointsbet.com, which features former NFL quarterback Drew Brees being struck by lightning in an effort to promote their so-called "lightning bets". A Fox21 news article has a link to the ad. Early in the article, the phrase "The video" written in blue is the link to the ad on Twitter. The ad was shot in Venezuela with real lightning flashes in the background with Brees standing in the foreground and appearing to be struck. After the ad aired, some thought Brees had actually been struck, per social media. The ad did not sit well with members of Lightning Strike & Electric Shock Survivors International. In a follow-up article on NBCSports.com, LS&ESSI said the: "...commercial was an inappropriate, disgusting method of promoting gambling or any other TV commercial campaign,..." and "...it is disappointing to see the continual ridicule of lightning and electrical injury survivors in comical light in which it is presented for commercial gain and profit." LS&ESSI is hoping to leverage this situation to promote lightning safety. Members present said the commercial was in poor taste.

This commercial comes at around the same time Domino's Pizza aired their commercial touting the conversion of their delivery vehicles from gasoline to electricity. In that commercial, a person is seen with his hair standing on end, followed by cars being hit by lightning, one of which changes from gas power to electric power. Towards the end of the ad, the same person with his hair on end has little electric discharges in his hair. The commercial is intended to help position Domino's as an eco-friendly way to order pizza.

This is at least the third commercial this year that has utilized lightning as a means to promote products and services.

3. Ken Langford found a short 9-minute video on electric eels. See the Lightning Links section.

4. Steve Clark presented an article on insect swarms and their contribution to atmospheric electricity. Three main points are made by the article. First, insects carry an electric charge. Second, swarming honeybees have a density-dependent effect on atmospheric electricity. Third, insects can have similar effects on atmospheric electricity as weather events.
5. Ken Langford met with Daile Zhang, co-author with Ron Holle, of the book *Flashes of Brilliance: The Science and Wonders of Arizona Lightning*. Dr. Zhang will be installing a video camera at Ken's residence that will be able to record lightning in slow motion. This is a research project to confirm visual strike imagery versus data from lightning detection networks.
6. The American Meteorological Society will be meeting here in Denver on January 8-12, 2023. The 11th Conference on the Meteorological Application of Lightning Data will be held Monday to Wednesday, January 9-11 at the Colorado Convention Center, Room 406 (Meeting Room Level). Links to the conference and registration are presented in "Lightning Links" below.
7. Carl Swanson passed on an article on a fatal lightning strike to the husband of actress Bevin Prince while boating in North Carolina on July 3, 2022. A link to the article is posted below.
8. St. Anthony Hospital has a new trauma physician group headed by Jay Johanningman, MD, who goes by "Dr. J". He has expressed interest in our group and Ken Langford suggested we talk about the patient experience with the medical system following a lightning strike. We will tentatively schedule that for the January meeting.
9. LDC welcomes your questions. Please send them via e-mail to Steve Clark at sclarktoto@gmail.com. Your medical questions will be forwarded to Dr. Phil Yarnell for his review and will usually be taken up for discussion in the next month's meeting. Please be advised any questions posed are for the general consideration by the group and do not constitute a formal medical opinion. If a formal evaluation is requested, arrangements can be made directly with Dr. Yarnell. If you have a medical emergency, please call 911 or your local EMS.
10. Questions, comments, error notifications, and critiques of these minutes are welcome. Please send them to Steve Clark. Please keep the communications professional and respectful. They will be forwarded to the appropriate author(s) of the minutes and addressed accordingly.
11. LDC Disclaimer: These minutes do not represent official positions of the LDC or its members. They simply reflect the comments made at the meeting. Furthermore, the LDC does not implicitly or explicitly recommend or endorse any product or service. Any product or service presented in these minutes is done so for purposes of discussion and analysis. The merit (or lack thereof) is open for the consideration and review by the entire membership.
12. Next meeting: Friday, January 13, 2023, from 11:45 AM to 1:00 PM MDT. TOPIC: Meet with Dr. Jay Johanningman – tentative.

Respectfully Submitted,
Steven E. Clark, Consulting Meteorologist

Lightning Links

This is a monthly listing of periodicals, websites, and videos about lightning and allied areas from a variety of sources. A headline or description is listed, followed by the link. Please note that some of the links are perishable, which means you'll need to go to the source for the information.

Yakubovsky, J. and M. Bartiromo, 2022: Drew Brees Wasn't Struck by Lightning; Viral Video Turns Out to Be a Publicity Stunt. *Fox21News.com*. December 2, 2022.

Link: <https://www.fox21news.com/news/national/drew-brees-wasnt-struck-by-lightning-viral-video-turns-out-to-be-a-publicity-stunt/>

Florio, M., 2022: Lightning Strike Survivors Group Criticizes Drew Brees for Publicity Stunt. *NBCSports.com*. December 3, 2022.

Link: <https://profootballtalk.nbcsports.com/2022/12/03/lightning-strike-survivors-group-criticizes-drew-brees-for-publicity-stunt/>

YouTube Video: Domino's Pizza Ad. "Striking Upgrade" Link: <https://youtu.be/x8cdPIUKRkw>

11th Conference on the Meteorological Application of Lightning Data.

Link: <https://ams.confex.com/ams/103ANNUAL/meetingapp.cgi/Program/1658>

Registration Link for the AMS Meeting: <https://annual.ametsoc.org/index.cfm/2023/registration/>

Gawley, P., 2022: Bevin Prince Said Husband Will Talked About Getting Struck by Lightning Moments Before Fatal Bolt. *9News.com*. December 9, 2022. Link:

<https://www.9news.com/article/entertainment/entertainment-tonight/bevin-prince-says-husband-will-talked-about-getting-struck-by-lightning-moments-before-fatal-bolt/603-fc4dce16-161c-499d-bb5f-48ec662148f4>

VIDEO: This Alligator Will Die From 860 Volts. Wild Versus. Link:

<https://mail.google.com/mail/u/0/#inbox/FMfcgzGrbRZxlSgKQphjVSBzGGCBSBzg?projector=1>