



The Times-Picayune THE ADVOCATE



72 hours of Hurricane Ida coverage



From Aug. 28-Aug. 30,
we published:

200+

stories across
nola.com and
theadvocate.com

18

photo galleries across
nola.com and
theadvocate.com

28

push alerts to mobile
and desktop users

18

text alerts for readers
without power

148

posts to NOLA.com's
Facebook and Twitter
pages

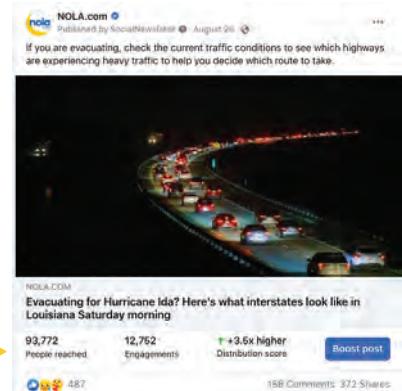
SATURDAY, AUG. 28

On the morning of Aug. 28, thousands in south Louisiana looked for the latest storm report on NOLA.com before making the decision on whether to evacuate. Just before 5 a.m., we confirmed that Ida was still an "extremely dangerous" storm.

4:58 a.m.: Hurricane Ida moving north in Gulf; landfall expected as 'extremely dangerous' Cat 4 storm
https://www.nola.com/news/hurricane/article_9bff3906-07e4-11ec-9564-1fae3e2b8191.html

The storm's speedy approach meant it was too late to order mandatory evacuations or initiate contraflow on the interstates. That meant a lot of cars were going to pack the roadways in a very short period of time.

7:29 a.m.: Evacuating for Hurricane Ida? What interstates look like in Louisiana Saturday 
https://www.nola.com/news/hurricane/article_9c662a2a-07f4-11ec-a810-77ea34cd05a2.html



SATURDAY, AUG. 28 (continued)

What kind of damage could Ida cause in south Louisiana? Our reporters put the storm's strength in context for readers.

10:57 a.m.: Here is the storm surge risk to south Louisiana from Hurricane Ida

https://www.nola.com/news/hurricane/article_0a5b6442-0808-11ec-84c4-d7062481f40a.html

12:20 p.m.: Category 4 hurricane winds can rip off roofs; this video explains how

https://www.nola.com/news/hurricane/article_2491bc82-081f-11ec-88fb-7b39be0fdeea.html

As a parade of public officials shared dire warnings in news conferences, we provided live coverage.

11:02 a.m.: Mayor LaToya Cantrell holds press conference about New Orleans preparations ahead of Ida

https://www.nola.com/news/hurricane/article_ff83f594-0810-11ec-8b1d-1308764995f4.html

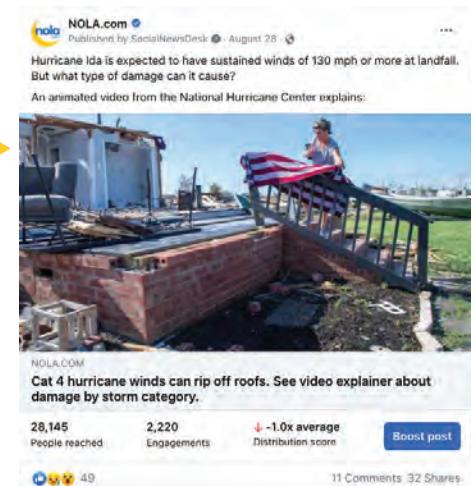
Transportation services were suspended.

All flights were canceled out of the airport:

https://www.nola.com/news/hurricane/article_3e17e052-082c-11ec-a052-2f89c46d1a7a.html

Local bus and streetcar service was suspended:

https://www.nola.com/news/hurricane/article_00610a4a-0831-11ec-9ddf-634270291e3d.html



By the afternoon, many of our readers were trapped in their vehicles, enduring hours in gridlock trying to get out of town. We sought to entertain them, or at least commiserate with them.

3:31 p.m.: Meet the evacu-cats: Readers share pictures of angry meows in flight from Hurricane Ida

https://www.nola.com/news/article_e092d384-083e-11ec-93c0-9fc2095e6595.html



SATURDAY, AUG. 28 (continued)

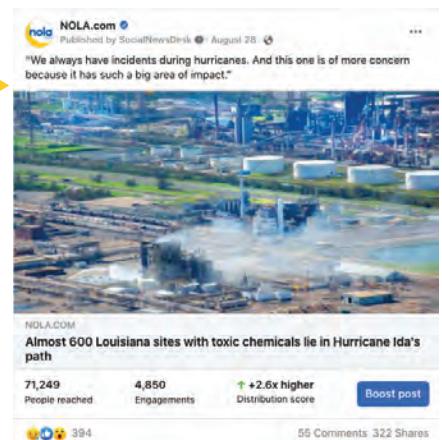
Reporters continued to work their beats in order to share the potential scale of the storm in real-time for our audience.

4:17 p.m.: Almost 600 Louisiana sites with toxic chemicals lie in Hurricane Ida's path

https://www.nola.com/news/environment/article_85d4a426-0835-11ec-80b5-0b11ebdd24b.html

4:45 p.m.: What could 15 feet of storm surge mean for some? 'Complete and utter devastation'

https://www.nola.com/news/environment/article_442c80dc-080a-11ec-a4ed-0731d9ec88d7.html

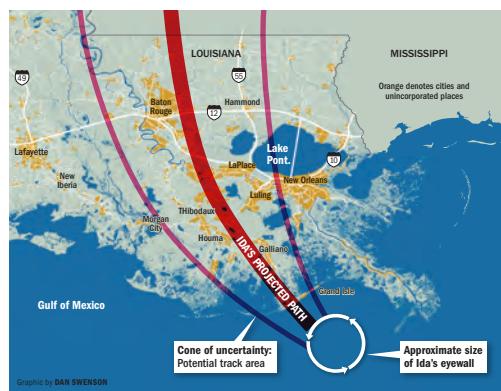


Hurricane Ida's approach came amid a deadly surge in coronavirus cases, largely due to the delta variant. Louisiana hospitals were already overwhelmed with critically ill COVID patients, and many in remote areas had to evacuate patients to higher ground.

4:07 p.m.: Ahead of Hurricane Ida, coastal hospitals evacuate most critical patients amid

COVID surge

https://www.theadvocate.com/baton_rouge/news/weather_traffic/article_9c700704-083d-11ec-bccf-970a6f0dad68.html



The weather began to deteriorate by that evening, meaning all of our journalists had to be safely tucked away in the safe places where they planned to ride out the storm. Many rode out the storm at homes on higher ground or in our makeshift newsroom at a storm-resistant hotel. A handful of digital reporters and editors evacuated the city to ensure that we could continue to provide digital coverage online in the event of a catastrophic loss of power, which is exactly what would soon happen.

Staff worked through the night to provide updates on the storm's position and strength, with new stories at 1:55 a.m.:

https://www.nola.com/news/hurricane/article_133aebbc-0896-11ec-9d1f-afe981551dea.html

... and again at 4:46 a.m.:

https://www.nola.com/news/hurricane/article_9614761a-08ab-11ec-bb9a-b3f0f9bbddcc.html

SUNDAY, AUG. 29

The morning of Aug. 29 dawned with a grim reminder: It was the 16th anniversary of Hurricane Katrina.

Hurricane Ida almost at Cat 5 strength as it approaches

Louisiana on Hurricane Katrina anniversary

https://www.nola.com/news/hurricane/article_b231ee-bc-08c0-11ec-b666-5733726d7007.html

We collected live feeds of video from around the internet to share with readers, many of whom were watching storm coverage from motel rooms and friends' homes in Birmingham, Memphis or Houston.

Watch live cameras as Hurricane Ida makes landfall: Views of New Orleans, south Louisiana:

https://www.nola.com/news/hurricane/article_1f66066a-08b4-11ec-9398-67156bab7680.html

Throughout the morning, local systems began to fail as winds strengthened. **Roads closed:**

https://www.nola.com/news/hurricane/article_e3ef0a78-08d6-11ec-a820-c78f3f02e628.html

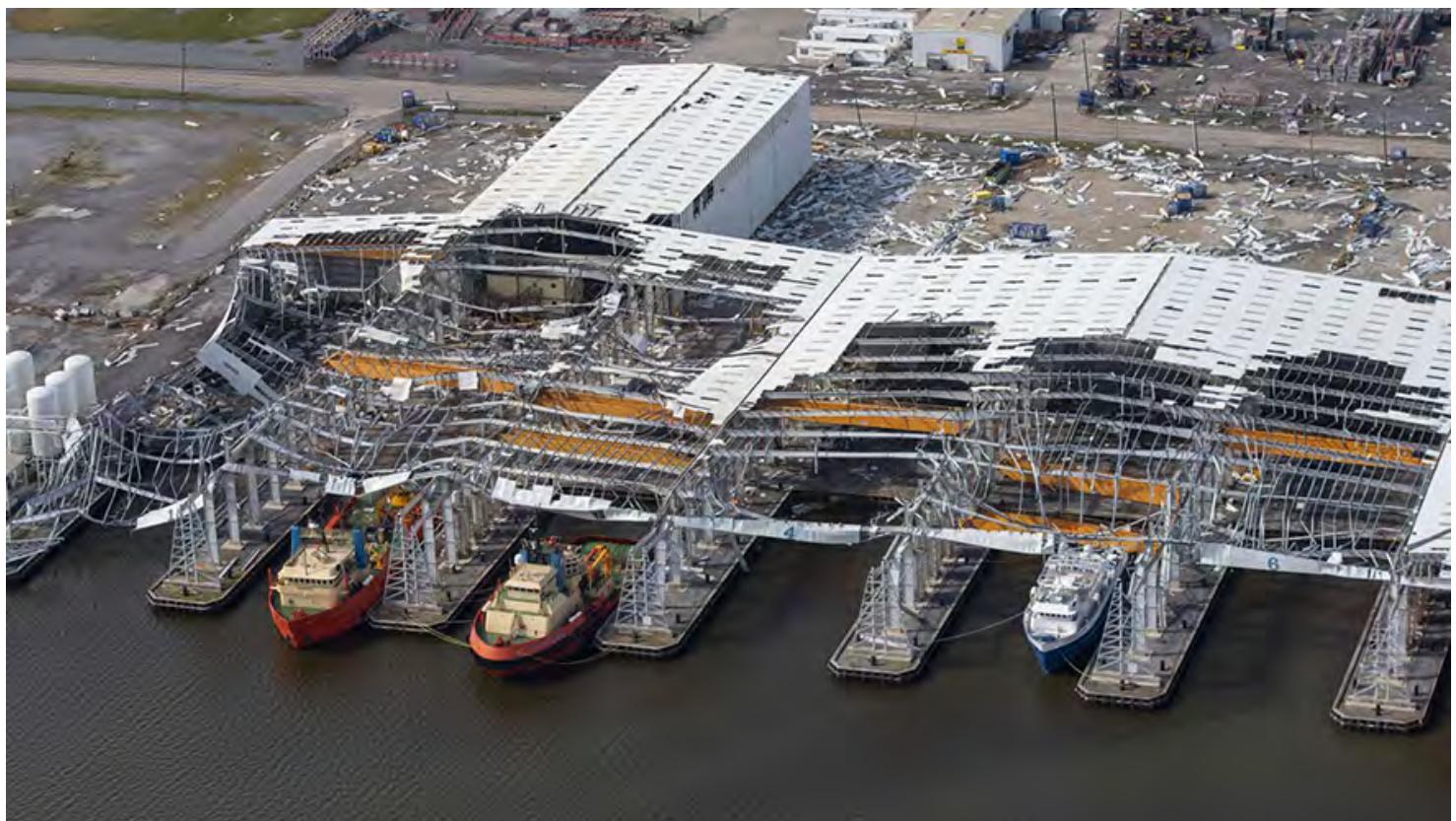
... and the 911 system in New Orleans briefly went down:

https://www.nola.com/news/crime_police/article_27dc0400-08d9-11ec-a9c8-cb7a4ef1a445.html



SUNDAY, AUG. 29 (continued)

IDA MAKES LANDFALL



Hurricane Ida made landfall in Port Fourchon, Louisiana, at 11:55 a.m. as a Category 4 storm, packing 150 mph winds. 

As the storm roared ashore, reporters fed real-time, parish-by-parish updates online:

https://www.nola.com/news/hurricane/article_6bbddida-08d5-11ec-bae7-379e11ac17f3.html

By midday, the newsroom had rapidly launched a new text alert service, as a way to communicate critical information directly to readers who were without electricity or internet service. Over the next few days, more than 20,000 people would sign up to receive the alerts. At 4:55 p.m., we sent our first text, followed by a key update at 7:30 p.m. 

Even as the destructive winds raged and power failed, reporters worked throughout the evening to track down information on initial damage reports and other infrastructure failures.

9:03 p.m.: First confirmed death: Man killed when tree falls on home

https://www.theadvocate.com/baton_rouge/news/article_7276ebe4-0936-11ec-9e08-1bb0b79c70b7.html

9:49 p.m.: Seniors flee condo tower as Ida removes part of roof

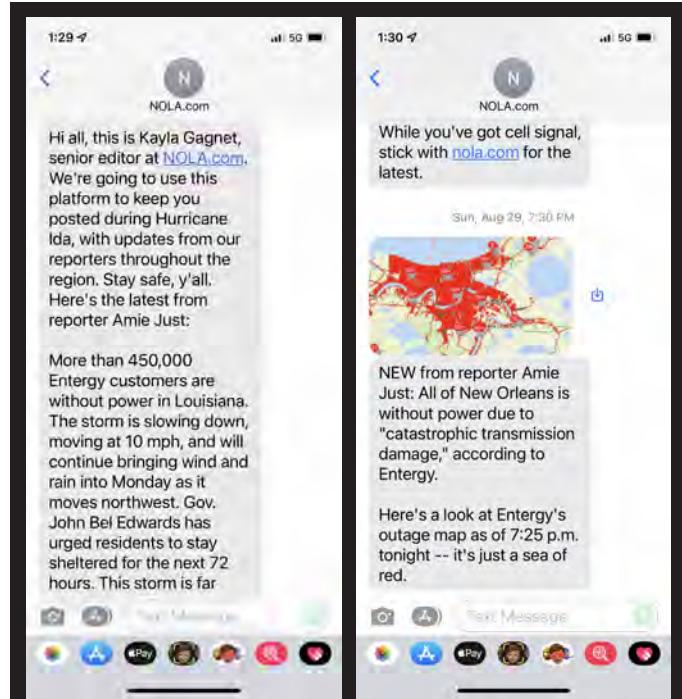
https://www.nola.com/news/article_a8789444-093c-11ec-b6e8-3761fa890773.html

9:30 p.m.: Ochsner to evacuate 66 patients after damage to hospitals

https://www.theadvocate.com/baton_rouge/news/article_0a107cf8-0938-11ec-aeff-8b1c7bc01af5.html

10:29 p.m.: Louisiana residents ask to be rescued; officials say it's too dangerous to be on road

https://www.nola.com/news/hurricane/article_7948d340-0942-11ec-8b7a-c3c134246f07.html



MONDAY, AUG. 30

At dawn on Monday, our photographers began to get a first look at Ida's damage across southeast Louisiana.

4:19 a.m.: Photos: Hurricane Ida's destruction in New Orleans area

https://www.nola.com/multimedia/photos/collection_59f4a7f4-0973-11ec-b836-cfb3d4ff5589.html#1



Meanwhile, reporters immediately set out to answer the most pressing question readers had, fanning out across the region to tell stories of those stranded by flooding or stuck in powerless homes:

5:35 a.m.: How long will power be out? Entergy says it will assess damage Monday

https://www.nola.com/news/hurricane/article_dd8af4fe-095c-11ec-95eb-c70a067c2932.html

5:49 a.m.: 911 system not working in New Orleans, St. Charles, St. Bernard

https://www.nola.com/news/business/article_c9719982-097f-11ec-a940-df5a14af55f5.html

6:47 a.m.: St. Tammany is a mess. Power out, trees on houses, flooding in coastal areas

https://www.nola.com/news/article_1d65cc18-0988-11ec-a1f3-1f938caa6bd6.html

7:46 a.m.: Generator safety: Helpful tips for safe operation in aftermath of Hurricane Ida

https://www.theadvocate.com/baton_rouge/news/article_67f27324-098f-11ec-aeae-ffbc37ef54c1.html

9:32 a.m.: Those in and around Kenner could lack water for five days, power for three weeks

https://www.nola.com/news/hurricane/article_f27a931a-099d-11ec-a0ee-e393cbd84627.html

12:12 p.m.: Rescuers descend on flooded Lafitte to help stranded residents, some in attics

https://www.nola.com/news/hurricane/article_aaa3ffaa-09ab-11ec-82ac-b70bd4b0d2b1.html

2:30 p.m.: No water, no power, no communications -- St. Charles Parish took Ida's big punch

https://www.nola.com/news/article_964d1a98-09bd-11ec-ac8f-37ef621395d7.html

3:28 p.m.: Lafitte residents left stranded on rooftops, attics: 'It's horrible'

https://www.nola.com/news/article_8cce32fc-09ba-11ec-a550-c757ad0de50d.html

4:44 p.m.: Stranded residents rescued from flooding in LaPlace: 'The rain just wouldn't stop'

https://www.theadvocate.com/article_83aa1e86-09cc-11ec-9e92-b3abb94d9a8e.html

4:45 p.m.: New Orleanians who stayed for Hurricane Ida ponder next move in blackout

https://www.nola.com/news/hurricane/article_8d507a3e-09db-11ec-8fd6-8b9f758c745b.html

9:36 p.m.: Alligator attacks elderly man near Slidell as wife tries to save him

https://www.nola.com/news/article_474367d0-0a04-11ec-a07a-f3b6d310d9f5.html

NOLA.com Published by SocialNewsDesk • August 30

Misusing a generator can result in death. Check out some tips and reminders on how to use a generator safely.

NOLA.com Published by SocialNewsDesk • August 30

Hurricane Ida provided a frightening night for St. Charles Parish residents who rode it out from their homes and businesses

NOLA.com Published by SocialNewsDesk • August 30

No water, no power, no communications -- St. Charles Parish took Hurricane Ida's big punch

45,109 People reached 3,466 Engagements +1.6x higher Distribution score

35 Comments 26 Shares

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