



U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
OFFICE OF PUBLIC AND CONSTITUENT AFFAIRS
Washington, D.C. 20230

Dear Reporter or Editor:

We are currently updating our list of media contacts, and we would like you to verify the information we currently have about your outlet. In our effort to get you more news about your specific region – and more news about your particular beat – we'd like to give you the chance to tell us which of our activities you cover and write about, and about which you would like to receive releases.

In case you're not familiar with our agency, let me give you a brief overview. The National Oceanic and Atmospheric Administration, also known as NOAA, is one of the leading scientific agencies in the federal government. Our mission is wide-ranging:

- we predict the weather through our National Weather Service,
- manage saltwater fisheries and protect marine mammals through our National Marine Fisheries Service,
- chart, monitor and protect coastal waters and coastal areas through our National Ocean Service,
- operate environmental and weather satellites through the National Environmental Satellite, Data & Information Service,
- and conduct timely ocean and atmospheric research through a number of other bureaus and programs.

I'd appreciate it if you would take the time to complete the attached survey and return it to us. Also, if you know of any colleagues who would appreciate being added to our list, please make a copy for them. Please fax the survey to us at (202) 482-3154.

If you have Internet access, you might also want to bookmark our "Reporters Only" site on the Internet, updated regularly with breaking news and story leads, at <http://www.publicaffairs.noaa.gov/reporters.html>.

Thanks for your time. If you have any questions, don't hesitate to call me at (202) 482-6090.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Semedo".

Barbara Semedo

Director
NOAA Public & Constituent Affairs



MEDIA SURVEY
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
OFFICE OF PUBLIC AFFAIRS
WASHINGTON, D.C.

ADDRESS ALL RELEASES TO:

Name: _____

Company: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Send me releases by (check one only): **E-mail** **Fax**

NOTE: We distribute our releases by fax or electronic mail ONLY. Due to budget restraints, we cannot mail releases, or fax releases to international destinations.

If you subscribe to an on-line computer service (i.e., CompuServe, Prodigy, America Online, etc.) or have access to the Internet, we can electronically mail releases to you.

Please give us your entire electronic mail address or ID: _____

Our Web site is: <http://> _____

We are a (check one):

Daily Weekly Monthly TV station Radio station News/Wire service

Other (quarterly, bi-weekly, bi-monthly, etc.) _____

We are affiliated with: _____

Please mail **both this page and the following page** to:

**NOAA Public Affairs
Media Survey
14th Street & Constitution Avenue, NW
Room 6013
Washington, DC 20230-0001**

or

Please fax **both this page and the following page** to:

**202-482-3154
No cover page is necessary**

Please check all the topics on which you'd like to receive press releases and information from us:

Name: _____

Predict the Weather

- Forecast operations and technologies
- Hurricane research aircraft
- National Weather Service modernization
- Seasonal weather summaries
- Weather forecast research (including hurricane and severe storm research)
- Weather safety and preparedness
- Weather satellite news

Monitor Climate Change

- Air quality research
- Climate data (precipitation, snowfall, temperatures, drought, etc.)
- Climate outlooks
- Global climate change and other climate research (global warming, greenhouse effect, etc.)
- Deep ocean research (including undersea research, Sea Grant)

Conduct Research on the Environment

- Atmospheric research
- Geophysical data (paleoclimatology, space weather, earthquakes, volcanoes)
- Ocean data (temperatures, salinity)
- Oceanic research
- Ozone research
- Private licenses for remote sensing

Chart the Seas & Navigation

- Aeronautical charting
- Hydrographic surveys
- Marine commerce (shipping, ports and harbors)
- Offshore rescues

Chart the Seas & Navigation (cont.)

- Oil Pollution Act
- NOAA Corps issues
- Rescues with satellites
- Ship/aircraft commissioning and decommissioning
- Ship/aircraft modernization issues
- Surveying, Global Positioning System, Geodesy

Manage U.S. Fisheries

- Commercial fishing
- Enforcement, marine fisheries
- International agreements and issues
- Recreational fishing, marine
- Science and research—marine fisheries
- Sustainable development

Protect the Nation's Marine Species

- Endangered species (marine mammals, sea turtles, etc.)
- Northwest salmon issues

Sustain Healthy Coasts

- Coastal development issues—wetlands management
- Coastal environment: science, pollution and disasters
- Coral reefs
- Habitat restoration
- National estuarine research reserves
- National marine sanctuaries and coastal research reserves
- Ocean issues (Year of the Ocean)
- Ocean science and technology (including energy, mining, sea level rise)
- Oil spills—breaking news, science and legislation

A Note on This Survey:

Six years ago, NOAA developed a Strategic Plan to describe and further its mission. The seven individual elements of this plan cut across the traditional NOAA line offices, such as the National Weather Service, National Marine Fisheries Service and National Ocean Service, the National Environmental Satellite, Data and Information Service, Office of Oceanic and Atmospheric Research and the NOAA Corps.