

***NATIONAL WEATHER SERVICE POLICY DIRECTIVE 10-18  
APRIL 2, 2012***

***Operations and Services  
SERVICE OUTREACH***

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**NOTICE:** This publication is available at: <http://www.nws.noaa.gov/directives/>.

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**OPR:** OS5 (C.Woods)

**Certified by:** OS (D. Caldwell)

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***SUMMARY OF REVISIONS:*** This directive supersedes NWS Policy Directive 10-18, “Service Outreach,” dated December 7, 2009. Changes include:

- (1) In Section 1, revised the first sentence to include NWS information and services.
- (2) In Section 2, revised and elaborated with additional information.
- (3) In Section 3.1, replaced national training programs with educational programs and added additional wording regarding responsibilities of the office.
- (4) In Section 3.2, added Center Weather Service Unit (CWSU) and revised wording regarding supplements.
- (5) In Section 3.3, elaborated on service outreach activities.
- (6) In Section 3.4, added a statement regarding large states with multiple population centers may require more than one State Liaison Office.
- (7) Added Section 3.6 to include information on Office of Operations Systems (OOS) and their NOAA Weather Radio and public alert and warning service outreach activities.
- (8) Added Section 3.7 with information regarding the NWS Outreach and Education Event System (NOEES).
- (9) In Section 4, elaborated on how measurements will be obtained.
- (10) In Attachment 1, updated the name of NWS Instruction 10-1804, *Outreach and Education Reporting Requirements* and revised the definition of Feedback.

1. Introduction. National Weather Service (NWS) information and services touch the lives of each citizen. A comprehensive service outreach program enables us to provide the services our users and partners expect.

2. Objective. The objectives of service outreach include:

- a. Improve response to forecast information such as warnings and critical weather, water, and climate events, as well as non-weather related emergencies.
- b. Increase awareness and preparation for extreme weather, water, and climate events.
- c. Increase understanding of available information and services, including referral to America's Weather Industry (i.e., private sector service providers) for services not provided by NWS.
- d. Increase and improve feedback to help us improve our information and services.

3. Authority and Responsibilities. This policy directive establishes the following authorities and responsibilities:

3.1 The Office of Climate, Water, and Weather Services (OCWWS) is responsible for establishing policy and procedural directives for NWS service outreach, conducting service outreach with national users and partners, and establishing educational programs teaching our Nation about important weather concepts and valuable severe weather safety information.

3.2 The regional headquarters are responsible for: ensuring all local offices including Weather Forecast Offices (WFO), River Forecast Centers (RFC), Weather Service Offices (WSO), Alaska Aviation Weather Unit (AAWU), Tsunami Warning Centers, and Center Weather Service Units (CWSU) compliance with established policies and procedures; ensuring supplements are compatible with NWS programs and services; providing technical assistance to WFOs, RFCs, and CWSUs; evaluating effectiveness indicators within their region; and reporting activities to other regions, the National Centers for Environmental Prediction (NCEP), and OCWWS. Regional headquarters will identify at least one WFO or RFC per state to coordinate state level service outreach activities.

3.3 WFOs and RFCs conduct the majority of NWS service outreach activities such as school visits and events, state and local events, and conferences. The WFO Warning Coordination Meteorologist (WCM) is the program leader for WFO service outreach activities. The WCM manages the WFO's service outreach program (planning for and participating in appropriate local, regional, and statewide events). The Service Coordination Hydrologist (SCH) is the program leader for the RFC service outreach activities.

3.4 The WFO or RFC identified to coordinate state level service outreach activities will be known as the State Liaison Office (SLO). The SLO will normally be the WFO/RFC whose county warning area (CWA) and region of responsibility includes the state capital. Large states with multiple large population centers may require the designation of more than one SLO WFO. NWS CWSUs will also conduct service outreach activities and will designate a service outreach focal point.

3.5 Each NCEP service center will conduct service outreach activities and will identify a focal point to coordinate their efforts. The WCMs of the Tropical Prediction Center and the Storm Prediction Center will be their service outreach focal points.

3.6 NWS Headquarters offices also participate in outreach activities. The Office of Climate, Water, and Weather Services (OCWWS) service programs routinely participate in both national outreach activities as well as local events in their areas.

3.7 The Office of Operational Systems (OOS) is responsible for conducting NOAA Weather Radio and public alert and warning service outreach. OOS will conduct and coordinate service outreach activities within the NWS and in collaboration with partner federal government agencies such as Federal Emergency Management Agency (FEMA), NTIA (National Telecommunications and Information Administration) and Federal Communications Commission (FCC) to promote public awareness for natural disaster planning and preparedness. The OOS Dissemination Systems branch will be the focal point.

3.8 All operating units will report outreach and education events using the NWS Outreach and Education Event System (NOEES). The NOEES interface and User Manual can be accessed at <https://verification.nws.noaa.gov/noees>.

4. Measuring Compliance. Measurements of success for this directive will include data from the service outreach reports, periodic user and partner surveys, user and partner response ahead of and during a high impact event and user and partner actions included in service assessment reports.

5. References. This policy directive is supported by the references and glossary of terms listed in **Attachment 1**.

Signed by Laura K. Furgione March 19, 2012

John L. Hayes

Date

Assistant Administrator  
for Weather Services

**Attachment 1**

**REFERENCES AND GLOSSARY OF TERMS**

*Procedural Directives*

NWS Instruction 10-1801, *Warning Coordination and Hazard Awareness*  
NWS Instruction 10-1802, *StormReady and TsunamiReady Recognition Program*  
NWS Instruction 10-1803, *Service Education and Feedback*  
NWS Instruction 10-1804, *Outreach and Education Reporting Requirements*  
NWS Instruction 10-1805, *National Service Change and Technical Implementation Notices*  
NWS Instruction 10-1806, *NWS Support for Special Events*

*Terms*

**Partner** - Companies, corporations, vendors, agencies, universities, etc., that associate with the NWS in the distribution of weather information and services.

**Service Outreach** – An organized effort to extend, inform, and increase the use, understanding, and response to available NWS products and services.

**User** - an individual, government agency, or other entity which obtains and applies NWS water, weather, and climate information and services.

**Feedback** – Comments, suggestions, questions, or complaints from users and partners regarding our services and information. Feedback should be used for the generation of service requirements and improved information and services.

**NWSPD 10-18 APRIL 2, 2012**