

NATIONAL WEATHER SERVICE POLICY DIRECTIVE 100-2

October 17, 2003

External Affairs

COMMUNICATIONS PROGRAM

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OPR: W/COM (R. Exler)

Certified by: Wx1 (J. Jones)

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SUMMARY OF REVISIONS: New Policy.

1. The National Weather Service (NWS) conducts communications activities to create an understanding of, and support for, the NWS mission among constituents. A strong Communications Program is vital to educate customers and partners about NWS priorities and policies. This program ensures we meet the expectations of our customers and partners and ensures our customers and partners can effectively use our products and services. NWS employees at all levels are encouraged through the national communications program to communicate the mission and goals of the NWS.
2. The objective of the NWS Communications Program is to establish consistent messaging, to build a greater understanding of the NWS mission, policies, and priorities, and to use feedback from customers and partners to improve communications at all levels.
3. Authority for the implementation of the Communications Program is delegated to the NWS Communications Office. The NWS Communications Office will:
 - a. provide management and employee counsel on communication strategies, message development, and writing/editorial assistance;
 - b. coordinate with NWS and NOAA communicators who interact with external audiences to set organizational communications goals;
 - c. work with communicators to establish strategies to meet those goals;
 - d. develop and share key themes and messages throughout the organization;
 - e. develop and share communications tools such as brochures, fact sheets or visual presentations;

NWSPD 100-2 October 17, 2003

- f. review and refine communications products intended for the Assistant Administrator or Deputy Assistant Administrator to make sure the products meet organizational priorities and policies;
 - g. evaluate the success of National-level communications activities, and
 - h. issue instructions as necessary to implement this policy.
4. This policy directive is supported by the glossary of terms listed in Attachment 1.

Signed by John E. Jones, Jr., for October 3, 2003

John J. Kelly, Jr.
Assistant Administrator
for Weather Services

Date

Attachment 1

GLOSSARY OF TERMS

Terms

Awareness - Activities that educate customers and partners of NWS capabilities, and how to best use available services, ensure that NWS dissemination systems get information to those who need it when they need it, and provide advice on safety and preparedness actions.

Communications Tools - A term used to describe products used in public education, such as talking points, fact sheets, original web content, videos, photographs, presentations and displays or exhibits.

Constituent - Anyone who benefits from NWS products or services qualifies as a constituent.

Customer - The public, any group representing the public, or any business using NWS weather information.

External Communications - Any form of communicating to individuals or groups outside of NOAA.

National-Level External Communications - Activities involving speaking roles for the NWS Director, Deputy Director, or NOAA senior leadership; activities where the NWS is reaching a National constituency or group.

NWS Communicator - Any person who represents the NWS with external groups, or any person preparing an NWS leader to speak to an external group.

Outreach - Communication activities that engage NWS employees with a variety of external audiences to create an understanding of, and support for, the NWS mission and operations.

Partner - Any individual or group outside of the NWS (for example, Federal Aviation Administration, media, emergency managers, commercial weather industry), providing weather, water, and climate services to the public. The NWS also benefits from data, research and services provided to NWS by our partners.

Public - The people of a parish, borough, county, state, region or nation.