

NATIONAL WEATHER SERVICE POLICY DIRECTIVE 100-2

AUGUST 17, 2023

External Affairs

COMMUNICATIONS PROGRAM

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OPR: W/COS2 (C. Vaccaro)

Certified by: W/COS (K. Garrett)

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SUMMARY OF REVISIONS: This directive supersedes NWSP 100-2, “*Communications Program,*” dated November 7, 2017. Changes with this revision include:

- Replaced customers with constituents and partners with weather, water and climate enterprise throughout the directive.
- Added stakeholders defined as constituents and the weather, water and climate enterprise.
- Sections 3a and 3e edited to remove specific examples so as to not limit the tools and content produced by NWS Communications Division.
- Section 3g added a section to reflect the production of materials for outreach and education related to preparedness.
- Appendix 1, added the definition for stakeholders and weather, water and climate enterprise.

1. The National Weather Service (NWS) conducts communications activities to create an understanding of, and support for, the NWS mission to constituents and the weather, water and climate enterprise (Stakeholders). A strong Communications Program is vital to educate all stakeholders about NWS products and services.

2. The objective of the NWS Communications Program is to establish consistent messaging, build a greater understanding of the NWS mission, policies, and priorities, and to use feedback from the weather, water and climate enterprise to improve communications at all levels.

3. Authority for the implementation of the Communications Program is delegated to the NWS Communications Division (W/COS2) within the NWS Office of the Chief of Staff (W/COS). The Communications Division will:

- a. provide management and counsel on communication strategies, message content development, and tactical implementation of communications projects;
- b. coordinate with NOAA Communications at NWS (NWS Public Affairs) and other 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;
 - f. develop, review and refine communications products intended for the Assistant Administrator, Deputy Assistant Administrator, or NWS Senior Leadership to ensure the products meet organizational priorities and policies;
 - g. create awareness and preparedness materials to support outreach and education efforts that enhance the understanding of, and support for, the NWS mission;
 - h. evaluate the success of National-level communications activities, and
 - i. issue instructions as necessary to implement this policy.
4. This policy directive is supported by the glossary of terms listed in Appendix 1.

 08/03/2023

Kenneth E. Graham
Assistant Administrator
for Weather Services

Date

Appendix 1

GLOSSARY OF TERMS

Terms

Awareness - Activities that educate constituents and the weather, water and climate enterprise 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.

Constituents - The public, any group representing the public, or any business using NWS weather information who utilizes NWS products or services qualifies as a constituent.

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.

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.

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

Stakeholder - Any individual or group outside of the NWS (for example, Federal Aviation Administration, media, emergency managers, and 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 the weather, water and climate enterprise.

Weather, Water and Climate Enterprise - The Weather, Water and Climate Enterprise comprises three main sectors that contribute to the science of weather and weather forecasting -- academia, government, and America's Weather Industry. Each sector plays a critical role in understanding, observing, forecasting, and helping warn communities of danger; and all are working together to build a Weather-Ready and Climate-Ready Nation. Beyond weather information, the Weather Enterprise works to meet the needs of water resource managers, businesses, farmers, and water-sensitive communities.