

## Other forms of recognition from NOAA information customers (1j)

The National Severe Storms Laboratory develops, conducts, supports, promotes, and coordinates formal and informal educational and informational activities at all levels to enhance public awareness and understanding of severe weather and severe weather research. It is impossible to document and list all these activities. However, the following summary provides important highlights of other forms of recognition from NOAA information customers including decision makers in government, private industry, the media, education communities and the public.

### ***Decision Makers in Government***

The work of NSSL researchers has been featured in numerous submissions to the Executive Management Team report to Oceanic and Atmospheric Research (OAR) and NOAA leadership and OAR Hot Items, as well as stories on NOAA.gov and NOAA Magazine.

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>TOTAL</b>
Executive Management Team Submissions	0	0	13	13
OAR Hot Item Submissions	9	35	37	81
NOAA.gov Feature Stories	3	2	6	11
NOAA Magazine Feature Stories	3	3	NA	6

### ***Media***

When a tornado strikes, hundreds of reporters from around the world call the experts at NSSL for interviews. Our researchers have been featured on everything from CNN live to Japanese TV to CBS Evening News to Australian radio to NOVA.

<b>Type of News</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>TOTAL</b>
NOAA News Releases	12	7	14	33
External News Releases	5	1	2	8
Media Interviews	86	41	67	194
Newspaper Stories	19	16	21	56
TV and Radio Stories	51	28	44	123
Internet and Other Media Stories	1	1	3	5

### Recent News Coverage Highlights:

*Near record-breaking tornado activity* from February through June 2008 generated exceptional news coverage for NSSL nationally and in many local markets. This included five live morning and evening broadcasts in April and May with top national news organizations: CBS, ABC, NBC and CNN; and a dozen production company interviews for programs airing on Discovery Channel, National Geographic and Dutch TV.

NSSL researcher Vincent "Bim" Wood, who is deaf, was featured in an online news program for the deaf on CSD-TV. (2008)

Scholastic News featured an NSSL "Storm Chaser" (2008)

*National Geographic*: NSSL featured in extensive tornado article (April 2004)

*The Weather Channel: Twister Week* featured interviews with NSSL researchers including Dr. Pam Heinselman about phased array radar research (2007)

*NOVA: Hunt for the Super Twister* featured tornado simulation work done by NSSL researcher Dr. Louis Wicker (2004)

#### MAY 3, 1999

Following the devastating tornadoes on May 3, 1999, NSSL fielded calls and interview requests from more than 100 different media outlets. In addition, NSSL was featured in a book about the event called *Storm Warning* by Nancy Mathis published in 2007.

#### AFTER VORTEX AND THE TWISTER MOVIE

The VORTEX project in 1994 and 1995 and the TWISTER movie in Spring 1995 brought unprecedented media attention to NSSL and a visit by the Oklahoma Lt. Governor.

<b>Media Interactions</b>	<b>US TV stations</b>	<b>International TV</b>	<b>Magazines</b>	<b>Newspapers</b>	<b>Radio</b>
47	27	8	13	11	10

#### NATIONAL PRESS FOUNDATION

NSSL has hosted a workshop focused on severe weather for reporters sponsored by the National Press Foundation in 2005 and 2007, and plans are underway for April 19-22, 2009. Fifteen to 20 television and print journalists from across the country come to Norman to gain a more in-depth knowledge of severe weather forecasting and research. Several NSSL scientists have been presenters.

<b>National Press Foundation Workshop on Severe Weather</b>	<b># of reporters who participated</b>
2005	15

2007	19
2009 (planned)	15 - 20

### ***Education Communities and the Public***

NSSL’s location in the National Weather Center (NWC) provides opportunities to reach significant numbers of people. Through daily tours and annual events, NSSL representatives meet directly with the public to share our story. Exposing children and students to the weather and weather careers will help inspire the next generation of scientists in support of NOAA Education goals to develop a future workforce skilled in disciplines critical to NOAA’s mission.

#### **NATIONAL WEATHER FESTIVAL**

NSSL and other NOAA Weather Partners host the annual National Weather Festival each fall in Norman, Oklahoma attended by several thousand people. The festival aims to reach out to the community by providing an opportunity to learn about operational weather activities, current research, and to promote an interest in weather to people of all ages. The event includes hourly weather balloon launches by NSSL staff, equipment displays and tours of the building.

<b>National Weather Festival</b>	<b># of People Who Attended</b>
2005	1,000
2006	3,000
2007	2,000
2008	3,000 +

#### **TOURS**

NSSL staff escort thousands of visitors ranging in age from 3<sup>rd</sup> grade to senior citizens through Norman NOAA facilities each year. The tours begin in the National Weather Center Visitors’ Center with a presentation on NSSL, and include the NWC Observation Deck and NSSL research areas. Most visitors also view a presentation on the Science on a Sphere in the Atrium. In addition, visitors tour our partner organizations, the Storm Prediction Center and the National Weather Service Forecast Office.

<b>NSSL Tours</b>	<b>Total # of People</b>	<b>Total # of Groups</b>
2006	1,478	95
2007	3,893	166
2008	2,654	122

<b>Type of Tour Group</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>TOTAL # of People</b>
Public/private schools	420	1,217	1,145	2,782

Summer programs	114	719	397	1,230
Businesses	249	177	186	612
NOAA groups	52	236	233	521
Home school groups	157	108	202	467
Church/senior groups	193	138	92	423
Families	115	109	34	258
Foreign Nationals	36	47	171	254
Scouts	0	146	76	222
Educators	30	57	32	119

*A few of the unique groups that have toured NSSL in the past three years:*

ConocoPhillips Summer Science Institute teachers	First Ladies of six midwest states meeting in Oklahoma City
Newspaper Editors Group	French Rotary Exchange Group
Rand McNally Authors	Red Hat Club
OK State Senate Members	Lead America students
OK Associated Press reporters	Upward Bound
The Big Read event with Pioneer Library System	China Symposium participants
Tech Success group of vocational technical education students	OK Master Naturalists
Cherokee Tribe National Air and Space Academy	Special Care class of students with special needs
Leadership Norman (annual)	Building Owners and Managers Association

### JR. ROTC HONORS CAMP

Each year NSSL hosts 200 high school students from throughout the United States who are participating in a Junior ROTC Honors Camp at the University of Oklahoma. For three hours the students participate in hands-on science activities, listen to presentations about NSSL's research and tour the building.

### NSSL BRIEFINGS

NSSL's external newsletter about the people and research of NSSL reaches a broad audience ranging from National Weather Service meteorologists to legislative decision-makers and private companies. Since 2000, 20 issues have been published. The mailing list includes about 600 people. In addition, the newsletter is accessible online.

### WEB PAGE

NSSL's homepage is designed to meet the needs of a diverse audience by providing links for media and education, in addition to information about our research. NSSL reaches millions of people through the Internet each week.

NSSL has responded to 734 e-mail inquiries since 2005. Questions range from the relationship between topography and tornadoes to assistance with school science projects.

## VIDEO HIGHLIGHTS

Our communication team has produced several videos showcasing the research and activities of NSSL. These have been shown to various meetings and groups and can be viewed online.

Titles include:

*"Spotlight on NOAA Weather Partners: National Severe Storms Laboratory" (2007)*

*"Multifunction Phased Array Radar Overview" (2007)*

*"2008 Spring Experiment in NOAA Hazardous Weather Testbed Overview" (2008)*

*"Science on a Sphere / Tours Video" (2008)*

*"NEXRAD: Eye to the Sky" (2006)*

*"Ahead of the Storm: A Brief History of Weather Radar" (2005)*

*"TELEX: NSSL Field Research Project Documentary" (2004)*

*"National Severe Storms Laboratory 40th Anniversary Celebration" (2004)*

*"National Weather Festival Highlights" (2006, 2007, 2008)*

*"National Weather Center 2006 - 2007 Highlights" (2007)*

*"National Weather Center Facilities" (2006)*

*B-Roll footage of: National Weather Center, Multifunction Phased Array Radar, 2008 Spring Experiment at NOAA Hazardous Weather Testbed, SMART-Radar, TELEX, WSR-88D, and CASA radar (2004 – 2008)*

## "THAT WEATHER SHOW"

In 2008, NSSL developed a collection of seven podcasts featuring short audio clips on topics ranging from career options to severe weather safety. Titles include:

*"2008: Record Setting Tornado Season?"*

*"Tornado Safety At Home"*

*"Tornado Safety in a Car"*

*"Flash Flood Safety at Home"*

*"Flash Flood Safety in a Car"*

*"Storm Spotting"*

*"What You Need to Know if You're Thinking about Pursuing a Degree in Meteorology"*

*"What Career Options are Available to Meteorology Graduates?"*

## SCIENCE ON A SPHERE

Located in the National Weather Center Atrium, the Science on a Sphere has become an important outreach tool and has provided new and different ways to communicate NSSL's science. It provides a perfect venue for a virtual presentation of weather patterns around the Earth, which is shown to tour groups and visiting students. In addition, current weather products are displayed on the sphere including daily forecast products from the Norman National Weather Service Forecast Office and severe storm outlooks and other products from the Storm Prediction Center.

## AMERICAN METEOROLOGICAL SOCIETY WEATHER FEST

NSSL participates in the annual American Meteorological Society (AMS) "WeatherFest" – a giant science fair focused on weather. NSSL's booth hosts hundreds of visitors of all ages including families, students and scout troops. Common topics of discussion include tornado safety tips, NSSL's new radar technology, and how to become a meteorologist.

2007 – San Antonio, Texas

2008 – New Orleans, La. (2800 visitors)

2009 – Phoenix, Ariz. (2600 visitors)

## COMMUNITY INVOLVEMENT

NSSL scientists and staff have participated in a variety of community events including: Tinker Air Force Base Safety Fair, Mesonet Science Fair, Oklahoma Climatological Survey EarthStorm, Weather Day at the Capital, and Cool Science Investigations.