

P. Outreach and Engagement

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

NSSL leadership have annual meetings with Congressional staffers. NSSL provides handouts on projects for reference. NSSL writes short, interesting summaries for NOAA Research and that are occasionally promoted on the NOAA Research website, or the NOAA website.

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.

National Weather Festival

NSSL 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. The site is organized by topic rather than project. NSSL reaches about 15,000 people through the Internet each week, and the NSSL Severe Weather 101 educational pages are the most popular on our site.

Social Media

NSSL has a successful presence on social media with more than 70,000 followers on Facebook, and 20,000 on Twitter.

YouTube highlights

Our communication team produces videos showcasing the research and activities of NSSL. These have been shown to various meetings and groups and can be viewed online. Titles include:

“Bite Sized Science: Multi-function Phased Array Radar”

“Bite Sized Science: Dual-polarization Technology”

“Bite Sized Science: The mPING app”

“Bite Sized Science: Hands-On Phased Array Radar”

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, MathCounts and First Lego League competitions.