

Mary Erickson - NOAA Federal

From: Mary Erickson - NOAA Federal
Sent: Monday, September 2, 2019 9:13 AM
To: Julie Roberts - NOAA Federal
Cc: Andy Stern; John Murphy - NOAA Federal; Louis Uccellini - NOAA Federal; Neil Jacobs - NOAA Federal
Subject: Re: Assistance with Ops Reports

Hi Julie,

Thanks to you and Neil for the tremendous visibility you are gaining for NOAA (b)(5). We understand that putting smart and clear information forward is key. A few items, and a proposal.

In speaking with our team there are two principles that are creating the “inconsistency” you mention - but are in place for a reason.

First - the NOC does not change the NHC forecast issuance... if they decide to reorder threats, the NOC assumes that is for a reason, and doesn't second guess the decision. This is important so that everyone who sees the NHC information, recognizes it is all from the same source.

Second, it has long been the NOC SOP to include key IDSS items only once a day in the 5pm issuance. The Hill in particular wants to see the updates about interagency coordination.

It occurs to me that neither of these SOP's may add value for your purposes, Julie, so I propose that as we go forward, a Comms or NOAA front office staffer be assigned to get the formatting you want. I understand from John Murphy that there used to be a communications person assigned to augment the NOC in the past during major events. This would also speed up delivery time for you, as your document could be worked in parallel.

Regarding the fonts and spacing - we will take a look at that and ensure the best tools are being used. One other thought is that Leg Affairs also simplifies a little in their issuance to the Hill. Perhaps that communication would be a better starting point for you?

Finally — regarding the Alabama WFO item — in addition to sending out a reminder of our protocol, we spoke to the MIC... the office was receiving a large volume of anxious and panicked questions and calls regarding the potential impacts in Alabama from both citizens and core partners. They did not know what created the escalation, but thought a message would be the best way to reach a large audience quickly. With the active tornado and flooding the state has had this past season, they knew that Alabama and Gulf Coast citizens were very on edge. Our teams are working to provide forecast information quickly and accurately, so we may need to consider how best to let them know if there is a sensitive situation they may not be aware of.

Best,
Mary

On Sun, Sep 1, 2019 at 5:32 PM Julie Roberts - NOAA Federal <julie.roberts@noaa.gov> wrote:

Good evening

I know it is a very busy time during this storm. The last two years I started sending out the NWS Ops messages to the DOC political team and [REDACTED] (b)(5)

[REDACTED] Currently I take the reports and clean up the formatting to make them consistent and remove contact information for the person sending the report. I don't mind taking the time to do this but I could use your assistance with consistency. Most of the time the messages are the same format, I noticed tonight's 5pm update seemed different in the fact that it did not identify the changes with the advisory and the sections were in a different order.

[REDACTED] (b)(5)

Consistency will be very important. Would there be away to provide guidance to those putting it together, or identify one or two people who would be responsible for the updates? I have also noticed the fonts and spacing are different throughout so I found myself taking the time to clean this up before sending it. Any way to reduce the time it takes me to turn around would be appreciated.

I know the team is working hard to send to me in a timely manner but we are still seeing sometimes 15-30 minutes after the update from the NHC. Today for example [REDACTED] (b)(5)

[REDACTED] I wasn't able to send until 11:20. [REDACTED] (b)(5)

[REDACTED] and this morning it was close to 5:30am before it was sent.

Before you inquire, we do not want to add to the distribution list. Neil and I prefer the personal touch, which I don't mind doing. For large events like this [REDACTED] (b)(5) and are building credibility which will pay-off in the long run. Anything you can do to help with the process is greatly appreciated.

Kindest regards,

Julie Kay Roberts, CEM

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"You can tell a lot about a fellow's character by his way of eating jelly beans." President Ronald Reagan

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