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PNSWSH

PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC
818 AM EDT THU APR 15 2010

TO: SUBSCRIBERS:
           -FAMILY OF SERVICES
           -NOAA WEATHER WIRE SERVICE
           -EMERGENCY MANAGERS WEATHER INFORMATION NETWORK
           -NOAAPORT
           OTHER NWS PARTNERS...USERS AND EMPLOYEES

FROM: ROBERT BUNGE
           CHIEF...SOFTWARE BRANCH
           TELECOMMUNICATIONS OPERATIONS CENTER
           OFFICE OF OPERATIONAL SYSTEMS

SUBJECT: SOLICITING PUBLIC COMMENTS THROUGH DECEMBER 31 2010 ON NWS
EXPERIMENTAL USE OF TWITTER TO SEARCH FOR USER REPORTS OF HAZARDOUS
WEATHER

EFFECTIVE APRIL 15 2010...THE NWS WILL BEGIN AN EXPERIMENT TO SEARCH THE
MICROBLOGGING SERVICE TWITTER FOR USER POSTS /TWEETS/ THAT CONTAIN
SIGNIFICANT WEATHER INFORMATION.

AN ADVANTAGE OF SEARCHING TWITTER FOR WEATHER REPORTS IS THE CAPABILITY TO
USE RECENTLY ADDED /GEOTAGGING/...GEOGRAPHICAL INFORMATION THAT IS
ASSOCIATED WITH SOMETHING...IN THIS CASE...INDIVIDUAL TWEETS. THIS
INFORMATION ALLOWS NWS TO CORRELATE EACH TWEET TO ITS LOCATION WHEN IT WAS
SENT.

NWS EXPECTS THAT ACCESS TO INFORMATION FROM THIS WIDELY USED SOCIAL MEDIA
TOOL WILL HELP TO ENHANCE AND INCREASE TIMELY AND ACCURATE ONLINE WEATHER
REPORTING AND COMMUNICATION BETWEEN THE PUBLIC AND THEIR LOCAL WEATHER
FORECAST OFFICES. THE REPORTS WILL BE CAREFULLY EVALUATED DURING THE
EXPERIMENT TO ENSURE QUALITY AND TIMELINESS.

FOR MORE INFORMATION ON THE PROJECT...SEE THE FOLLOWING WEBSITE /USE LOWER
CASE/:

HTTP://WWW.WEATHER.GOV/STORMREPORTS/

THE PUBLIC CAN MONITOR THESE REPORTS VIA THIRD PARTY WEBSITES. LINKS ARE
PROVIDED AT THE ABOVE WEBSITE.

THE NWS IS REQUESTING COMMENTS THROUGH DECEMBER 31 2010 ON THE PROPOSED
TEST. COMMENTS MAY BE SUBMITTED THROUGH A SURVEY AT /USE LOWER CASE/:

HTTP://WWW.WEATHER.GOV/SURVEY/NWS-SURVEY.PHP?CODE=PMBSR

IF YOU HAVE ANY QUESTIONS OR COMMENTS...PLEASE CONTACT:

RON JONES
OFFICE OF THE CHIEF INFORMATION OFFICER
SILVER SPRING MARYLAND
RONALD.C.JONES@NOAA.GOV
301-713-1381 X 130

NATIONAL PUBLIC INFORMATION STATEMENTS ARE ONLINE AT /USE LOWER CASE/:

HTTPS://WWW.WEATHER.GOV/NOTIFICATION/ARCHIVE

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