Weather-Ready Nation
National Oceanic and Atmospheric Administration
Aware

December 2021

December Marks the Winter Safety Campaign

By: Douglas Hildebrand, Aware Editor, and NWS Staff

On December 1st, the NWS launched the annual Winter Safety Campaign. Courtesy of the Communications Division, this season's campaign provides new resources on avalanche safety, power outages, and winterizing your home. Become a force multiplier by sharing safety content with your family, co-workers, and social media networks. All content is freely available to download, and we encourage everyone who is interested in spreading the word about weather safety, especially those on social media, to make use of it.

Highlights on the public website include:

Social Media plans: These contain pre-made social media posts for Twitter and Facebook, along with corresponding graphics or videos.

Infographics: This page contains new infographics made for this season. Click the various hazard icons at the bottom of the page to see the full collection of infographics for each hazard!

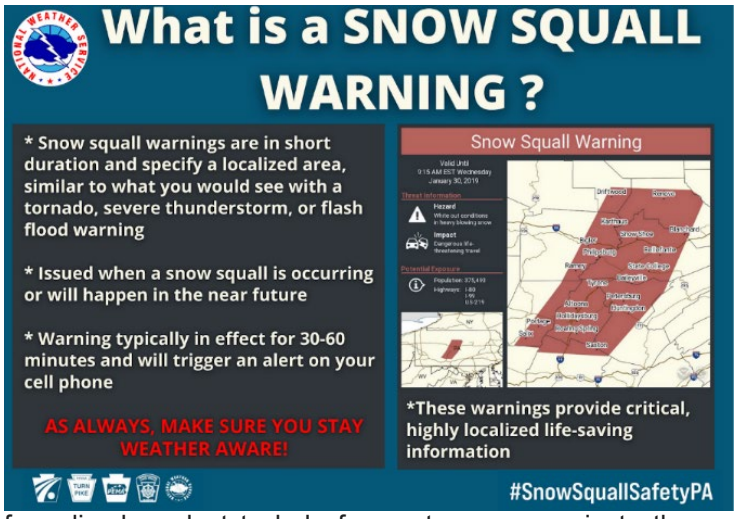
Videos: Our full collection of weather safety and science videos.

Presentations: PowerPoint presentations covering the basics for all of the main winter hazards.

Thank you for helping to spread the word about weather safety! If you have any feedback, or suggestions for future content, please email david.johnson@noaa.gov.

First of its Kind: Snow Squall Safety Campaign Launches in Pennsylvania

By: NWS Staff



For the past two decades, NWS State College has been a major advocate in educating people about one of the most dangerous winter hazards in the northeast: snow squalls.

Unfortunately, snow squalls have caused several multi-vehicle pileups in Central PA over the years due to the combination of location (downwind of Lake Erie), mountainous terrain, and significant commercial truck traffic on interstates. Snow squall research and operations took a huge step forward when NWS State College Lead Forecaster **Greg DeVoir**, along with **Pete Banacos** (SOO, BTV), and **Andrew Loconto** (Lead forecaster, BOX), published a marquis paper on the Snow Squall Parameter (Banacos et al., 2014). In the years that followed, many efforts were made to implement a formalized product to help forecasters communicate the newfound ability to predict snow squalls through the

aforementioned parameter. The implementation of Snow Squall Warnings in 2018 marked a culmination of many years of work and has been a fantastic tool in Central PA and across the northeast.

Now that several years have passed since the implementation of the Snow Squall Warning, educating the public about snow squall science, Snow Squall Warnings, and snow squall safety is paramount. To that end, NWS State College, with input from the other four NWS offices that serve Pennsylvania (Binghamton, Mt. Holly, Pittsburgh, & Cleveland), embarked on an effort beginning in April, 2021 to launch a coordinated safety messaging campaign with PennDOT, the Pennsylvania Turnpike Commission, Pennsylvania Emergency Management Agency (PEMA), and Pennsylvania State Police (PSP). These efforts originated from several years of successful coordinated awareness week campaigns for winter weather, flood safety, severe weather, and lightning safety, stemming from the PA Pathfinder program, led by **Matt Steinbugl**. The slogan for the snow squall safety campaign in Pennsylvania captures the essence of the dangers of snow squalls: **There is no safe place on a highway during a snow squall.**

NWS Warning Coordination Meteorologist Jonathan Guseman speaking with the press. Harrisburg, PA November 15, 2021

Over the course of the past 7 months, it has been a true team effort to implement a variety of digital and print materials to educate the public about the science of snow squalls, Snow Squall Warnings, and how to stay safe when a snow squall hits. Hollings scholar **Amanda Culp** (University of Miami) helped facilitate several meetings as the campaign began over the summer. Student volunteer **Nick Deamer** designed most of the social media content, and forecaster **Michael Colbert** assisted with creating written materials for the campaign. **John Banghoff** oversaw the safety campaign and designed many of the digital brochures and posters. **Rachel Gutierrez** played an important role in scheduling posts for Snow Squall Awareness Week, which was held on November 15-19, 2021.

The campaign officially launched on Monday November 15, when Warning Coordination Meteorologist **Jonathan Guseman** and forecaster John Banghoff participated in a joint press conference at PEMA headquarters with the PEMA Director and the Director of the PSP Bureau of Patrol to kick off the First Annual Awareness week.

The press conference (footage and photos here) highlighted the inter-agency collaboration present in Pennsylvania and provided the public with a clear understanding of the dangers of snow squalls and how to stay safe. A Facebook Live broadcast hosted by NWS State College on Thursday helped to further educate the public and field questions as the Awareness Week came to an end.

Special thanks is owed to William Van Aacken, a Tesla owner from Wisconsin, who provided extensive eye-witness footage of his navigation through a snow squall-induced pileup and granted full permission for use in this campaign. The shocking videos show the horrifying reality of driving on a highway during a snow squall and illustrate the campaign slogan extremely well. Kudos to Lead Forecaster Greg DeVoir for editing this video (NWS HQ version), which was the centerpiece of this campaign. All of the campaign materials have been posted on our website. We hope to expand the reach of this campaign in future years as we work to educate the public about snow squalls. If you are interested in localizing/using the campaign materials, please contact:

John Banghoff (john.banghoff@noaa.gov)

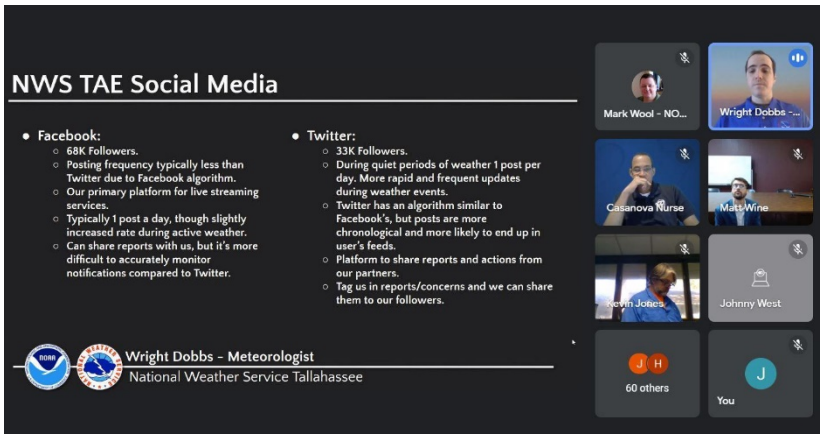
Jonathan Guseman (jonathan.guseman@noaa.gov)

WFO Tallahassee Hosts Successful Virtual Integrated Warning Team Meeting

By: NWS Staff

On November 17, 2021, WFO Tallahassee hosted a successful Virtual Integrated Warning Team (IWT) meeting. The meeting was hosted using Google Meet with the purpose of sharing ideas and understanding the needs of our core partners, thereby providing them with a better service. There were over 70 individual logins, with multiple attendees for some of the logins. This attendance exceeded what we would normally expect for an in-person meeting, hence the importance of the virtual format.

We felt it was important to include some of our partners on the planning committee, which proved invaluable in ensuring that the material covered in the half-day session was focused and relevant. The planning committee consisted of the following WFO TAE staff: WCM **Mark Wool**, Senior Service Hydrologist **Kelly Godsey**, Senior Forecasters **Jessica Fieux** and **Karleisa Rogacheski**, and Forecasters **Jasmine Montgomery** and **Wright Dobbs**. Partners on the committee included **Ashley Tye**, Lowndes County GA EMA Director, **Lynne Abel** and **Connie Welch**, Washington County FL EMA, **Casanova Nurse**, Chief Meteorologist from Tallahassee's WTXL, and **Matthew Wine**, Chief Meteorologist from Dothan's WDHN.



A slide from the NWS Tallahassee Integrated Warning Team Google Meet session held on Nov 17, 2021

Casanova, Matthew, and Wright lead a panel discussion on live streaming services and social media. Jessica reviewed the 2021 Atlantic hurricane season, which featured three tropical storms that made landfall in the WFO TAE service area. Immediately following, Jessica, Kelly, Mark, Ashley, and Bay County FL EM Frankie Lumm led a panel discussion on forecast and briefing services provided during the season using an after-action review format. The group was split into three breakout sessions, which then reported back to the entire group, resulting in insightful information that WFO Tallahassee will utilize for product improvement. In addition, the virtual format afforded great opportunities for participation and resulted in some very useful feedback. Kelly led a discussion on WFO TAE's virtual deployments for Sally, Zeta, Elsa and Fred. Ashley, Lynne, and Frankie shared how they each benefited from these deployments and how invaluable it is to have an NWS meteorologist deployed onside at their facilities. Other topics included a winter outlook and recent and upcoming changes to NWS warning, alert, and chat services.

NWS Melbourne and National Tsunami Warning Center Host Tsunami Seminar

By: NWS Staff

When the public thinks of weather-related hazards in Florida, hurricanes and lightning storms rank at the top of the list – but where do tsunamis fall? On December 2, 2021, NWS Melbourne and the National Tsunami Warning Center hosted a virtual Tsunami Seminar, open to community leaders and the general public, to help raise awareness of the low-probability, high-impact tsunami threat that exists along the east-central Florida coast. This was the first event of its kind for the east central Florida area.

Leading the seminar was **Jessie Smith**, NWS Melbourne Tsunami Program Leader, and **Scott Spratt**, Warning Coordination Meteorologist. **Dave Snider** of the National Tsunami Warning Center (NTWC) in Palmer, Alaska was the guest speaker for the event. Advertised to local government officials, community leaders, SKYWARN Storm Spotters, and the general public, the seminar garnered much attention and many questions from eager participants.

A main feature of the seminar was the local TsunamiReady partnerships with the City of Indian Harbour Beach and Indian River County, represented by the Police Department and Emergency Management staff, respectively. The TsunamiReady program holds deep roots in the Melbourne forecast area, as Indian Harbour Beach became the very first TsunamiReady community on the entire U.S. East or Gulf Coast in 2005. This was followed by Indian River County, which gained recognition as Florida's first TsunamiReady county in 2012.

Tsunamis are not a hazard often considered by those in Florida. A tsunami that would impact the Florida east coast would most likely originate from a strong, shallow earthquake occurring within portions of the Caribbean Sea, resulting in a 3-hour lead time, or else from a seismic event along or near the coast of the far northeastern Atlantic, which would give up to a 9-hour lead-time. Data suggests a general occurrence interval of about once per 100 years – nearly the same return period as a Category 5 hurricane landfall within east central Florida. Relating the risk of tsunamis to a hazard that is familiar to Floridians has proven very helpful and was further illustrated by NTWC's Dave Snider when he compared tsunami hazard zone impacts and dangers to that of hurricane storm surge.

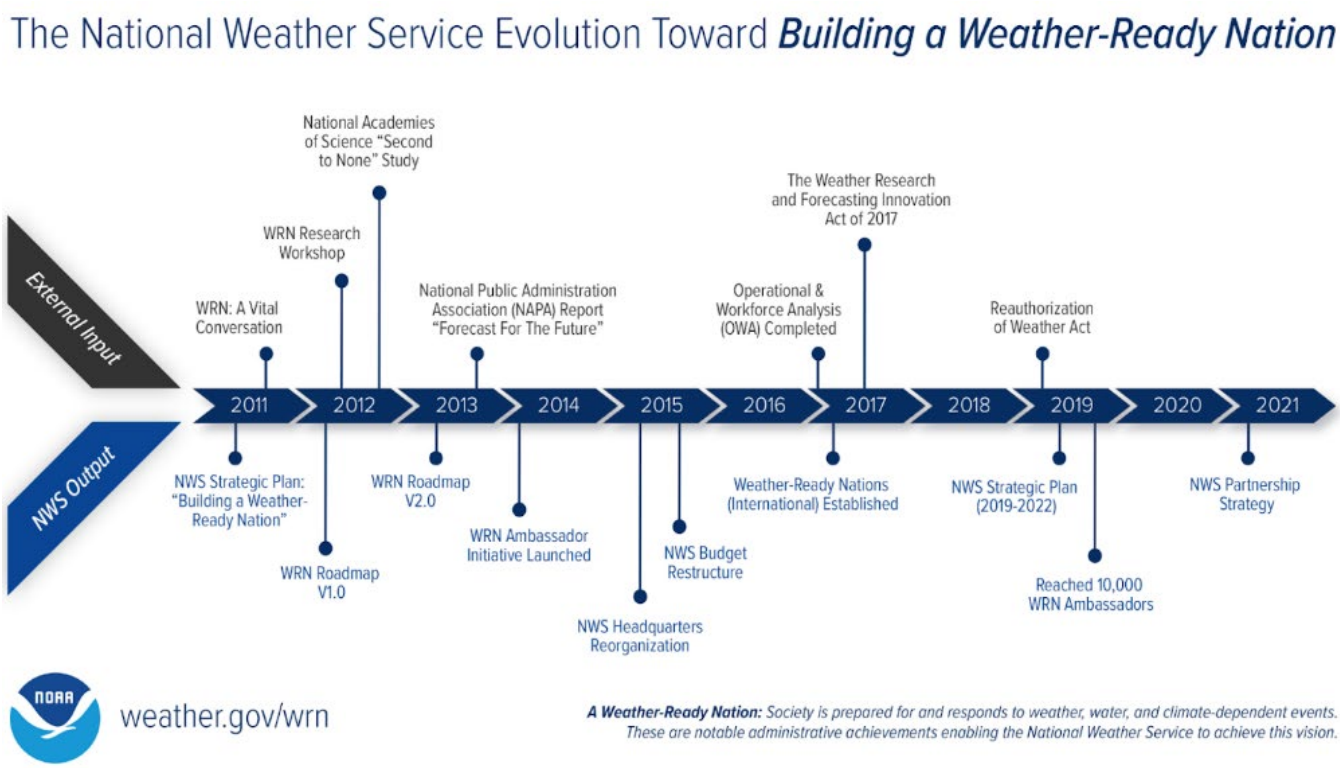
The seminar also focused on highlighting the tsunami detection and warning system, including how safety officials and the general public would receive notification of a tsunami threat. It stressed the need for multiple ways to receive tsunami information, and examples were provided.

This virtual seminar brought together community leaders and the public, along with NWS local and national experts, to increase awareness of a low-likelihood but potentially high-impact event. A special thank you goes out to the NTWC staff for sharing knowledge with Floridians and to our TsunamiReady partners in Indian Harbour Beach and Indian River County for their tsunami readiness and public education campaigns.

A Decade of Weather-Ready Nation: Looking Back While Moving Forward

By: Douglas Hildebrand, Aware Editor

Have you ever wondered about the origins of the Weather-Ready Nation strategic imperative as we know it today? Ten years ago, experts from across the weather, water, and climate community came together for a "Vital Conversation" on reducing extreme weather impacts. Take a trip back in time to Norman, Oklahoma, in mid-December 2011. Over the past 10 years, significant achievements were made, but there is still a lot of work to do as we head into the second decade of building a Weather-Ready Nation.



Aware

NOAA's National Weather Service, Analyze, Forecast and Support Office

Managing Editor: Monica Parker, Editors: Mark Tew, Doug Hilderbrand, Wendy Levine

Aware online: www.weather.gov/publications/aware | ISSN 1936-8178

Subscribe/Unsubscribe: monica.parker@noaa.gov