



# NON-ROUTINE PRODUCT MESSAGING

National Weather Service – Los Angeles/Oxnard – [weather.gov/LOX](http://weather.gov/LOX)



*This document highlights the one or two most important messages for the general public when the National Weather Service issues a non-routine statement/advisory/watch/warning. It is our hope that our media partners will play a crucial role in communicating these messages to the public for the protection of life and property. The products appear in alphabetical order.*

**Beach Hazards Statement:** Note: There are several reasons we may issue this, so please read the reason directly from the statement.

**Coastal Flood Advisory:** Minor flooding of sea water to normally dry areas is expected around high tide, such as beach and harbor bike paths, walkways, or parking lots. Significant damage is NOT expected.

**Coastal Flood Warning:** Significant flooding of sea water is expected around high tide to normally dry coastal areas. Damage to coastal roadways and structures is possible.

**Dense Fog Advisory:** Very low visibility will create dangerous driving conditions. Be ready for sudden slowdowns on the roads and use low-beam headlights.

**Excessive Heat Warning:** There is an increased risk for heat-related illness for most people, especially the most vulnerable like the very young, very old, and those working outdoors. Never leave pets, a child, or the elderly in a car unattended.

**Flash Flood Warning:** Dangerous flooding is occurring or imminent. Residents near a recent burn area should shelter in place and move to a second story or the highest location in your home. Campers and hikers should move away from creeks and streams. “Turn Around, Don’t Drown.” Do not attempt to cross flooded roads and instead find an alternate route.

**Flash Flood Watch:** Dangerous flooding is possible now or in the near future. Residents near a recent burn area, heed any evacuation recommendations by local officials. Campers and hikers should stay away from creeks and streams.

**Flood Advisory:** Flooded roads and parking lots will cause travel delays. “Turn Around Don’t Drown!” Do not attempt to cross flooded roads and instead find an alternate route.

**Freeze Warning:** Crops and plants may be damaged, people and animals may experience dangerous hypothermia. Bring pets indoors.

**Frost Advisory:** Crops and plants may be damaged, people and animals may experience dangerous hypothermia. Bring pets indoors.

**Gale Warning:** Dangerous sea conditions are expected for most vessel types, and mariners should stay in safe harbor.

**Hard Freeze Warning:** Crops and plants may be damaged, people and animals may experience dangerous hypothermia, and exposed pipes could freeze and burst. Bring pets indoors.

**Heat Advisory:** There is an increased risk for heat-related illness for the most vulnerable like the very young, very old, and those working outdoors. Never leave pets, a child, or the elderly in a car unattended.

**High Wind Warning:** Wind damage is possible, such as downed trees and powerlines, knocked over high-profile vehicles, and broken portable structures.

**High Surf Advisory:** Large waves and strong rip currents will increase the risk for ocean drowning.

**High Surf Warning:** Powerful waves may damage coastal structures such as piers and jetties. There is an exceptional risk of ocean drowning for swimmers, surfers, boaters nearshore, and anyone on rock jetties.

**Marine Weather Statement:** Note: There are several reasons we may issue this, so please read the reason directly from the statement.

**Red Flag Warning:** The environment is favorable for rapid fire growth if a fire is started. Use extreme caution with potential fire ignition sources. If you live in an area vulnerable to wildfire, get ready and set to evacuate.

**Severe Thunderstorm Warning:** Seek safe shelter now! A dangerous thunderstorm is occurring or imminent, likely producing strong winds or large hail.

**Special Marine Warning:** Seek safe harbor now! A dangerous thunderstorm is occurring or imminent, likely producing strong winds, large hail, or a waterspout.

**Special Weather Statement:** Note: There are several reasons we may issue this, so please read the reason directly from the statement.

**Small Craft Advisory:** Hazardous sea conditions are expected for small vessel types, such as skiffs, kayaks, and paddleboards.

**Storm Warning:** Dangerous sea conditions are expected for all vessel types, and mariners should stay in safe harbor.

**Tornado Warning:** TAKE COVER NOW! A dangerous thunderstorm is possibly producing a tornado and strong winds. Seek the closest substantial shelter and avoid windows.

**Tsunami Advisory:** Move away from harbors and beaches! Strong currents are expected over beaches and harbors.

**Tsunami Warning:** Move to higher ground now and away from harbors and beaches! Strong currents and significant flooding of sea water is expected over beaches, harbors, and land areas near the coast.

**Wind Advisory:** Hazardous driving conditions are possible, especially to high profile vehicles. Outdoor objects may be blown over.

**Winter Storm Warning:** Dangerous winter driving conditions are expected, with potential road closures. If you must travel, pack and emergency kit and be prepared to be stranded in your cold car for hours.

**Winter Weather Advisory:** Hazardous winter driving conditions are expected, with potential travel delays.

## GENERAL PHILOSOPHY:

Product Type	Impact	When	Likelihood
Warning	Damaging or life-threatening	0 - 24 hours	80+%
Watch	Damaging or life-threatening	24 - 72 hours	50+%
Advisory	Nuisance	0 - 24 hours	80+%