

*The Evolution of Communications in the National Weather Service: A Brief Review of the Past and Addressing Challenges Associated with Modern Platforms*

Rapid advancements in technology have drastically changed how people communicate personally and professionally, both among individuals and in groups. Advancements in media platforms and rapidly changing practices make it challenging for the National Weather Service to communicate effectively. This presentation will review how information has been delivered in the National Weather Service from its inception and then discuss the current challenges and how communication strategies can evolve to address them.

- 1) History
- 2) Current Challenges
- 3) Effective Strategies