

# Skywarn Recognition Day

## Purpose, Registration and Social Media Plan

### Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>Purpose</b>	<b>1</b>
<b>Registration</b>	<b>1</b>
Google Form	1
NWS Amateur Radio Operations	2
Geo Mapper (optional)	3
<b>General SRD Plan</b>	<b>3</b>
<b>Resources</b>	<b>5</b>
Time Conversion from UTC	5
Social Media Content:	5
SRD Facebook Page	6
SRD X (formerly Twitter) Hashtag	6
Additional Resources	6
National Weather Service Safety Page - Sorted by Weather Topics	6
NWS Safety Campaign (Seasonal)	6

### Purpose

Skywarn Recognition Day (SRD) is a 24 hour period during the first weekend of December, set aside by the National Weather Service (NWS) to recognize the volunteers and contributions of the Skywarn Community. Originally focused on amateur radio operations, starting with SRD in 2020, NWS provided the unique opportunity to expand the recognition into Social Media to entice and engage a broader audience including non-Amateur Radio SKYWARN Spotters. This plan will help drive the messaging for a consistent and collaborative effort across the entire NWS.

One of the challenges for this plan is the span of the NWS presence across the Northern Hemisphere. The event spans eight time zones and the international date line. This plan is meant to provide a basic foundation and should be adjusted to accommodate the local time zone of the NWS offices.

### Registration

#### Google Form

Registration for SRD can be found online at <https://www.weather.gov/crh/skywarnrecognition>. Registration is completed by using a Google Form. The form will automatically generate the following:

- SRD numbers for non-amateur radio participants
- List of all registered SRD participants
- List of Amateur Radio SRD participants
- List of Non-Amateur Radio SRD participants

## Purpose, Registration and Social Media Plan

- # NWS Amateur Radio Operations

2023 SKYWARN Recognition Day Participant Sign Up (Responses) - WFO Operation Modes and Time										QSL Information			
Complete WFO Operations List													
Request Update													
NWS Office	Station Call Sign	Hours	Bands	Modes	Echolink	Winlink Address	IRLP Node Number	Operations Page	Available	Request Method	Name	Address	E-mail
Baltimore/Washington (LWX)	WX4LWX	00 UTC 01 UTC 02 UTC 14 UTC 15 UTC 16 UTC 17 UTC 18 UTC 19 UTC 20 UTC 21 UTC 22 UTC 23 UTC 24 UTC	80 meter 40 meter 20 meter 15 meter 10 meter 2 meter 70 cm	FM SSB					No				
Cleveland (CLE)	WX8CLE	13 UTC 14 UTC 15 UTC 16 UTC 17 UTC 18 UTC 19 UTC 20 UTC 21 UTC 22 UTC 23 UTC 24 UTC	80 meter 40 meter 20 meter 15 meter 10 meter 6 meter 2 meter 70 cm	DMR Echolink FM FT8/FT4 SSB Vitelink	K8SGX/R	n8esg@vwinlink.org		<a href="http://w8cle.org">w8cle.org</a>	No				

[illegible]

2

# Skywarn Recognition Day

Purpose, Registration and Social Media Plan

## Geo Mapper (optional)

Additionally, there is an option for participants to add their name to a Map display via GIS link provided in the Google form registration process. This map display will show where the Skywarn Spotters are located.

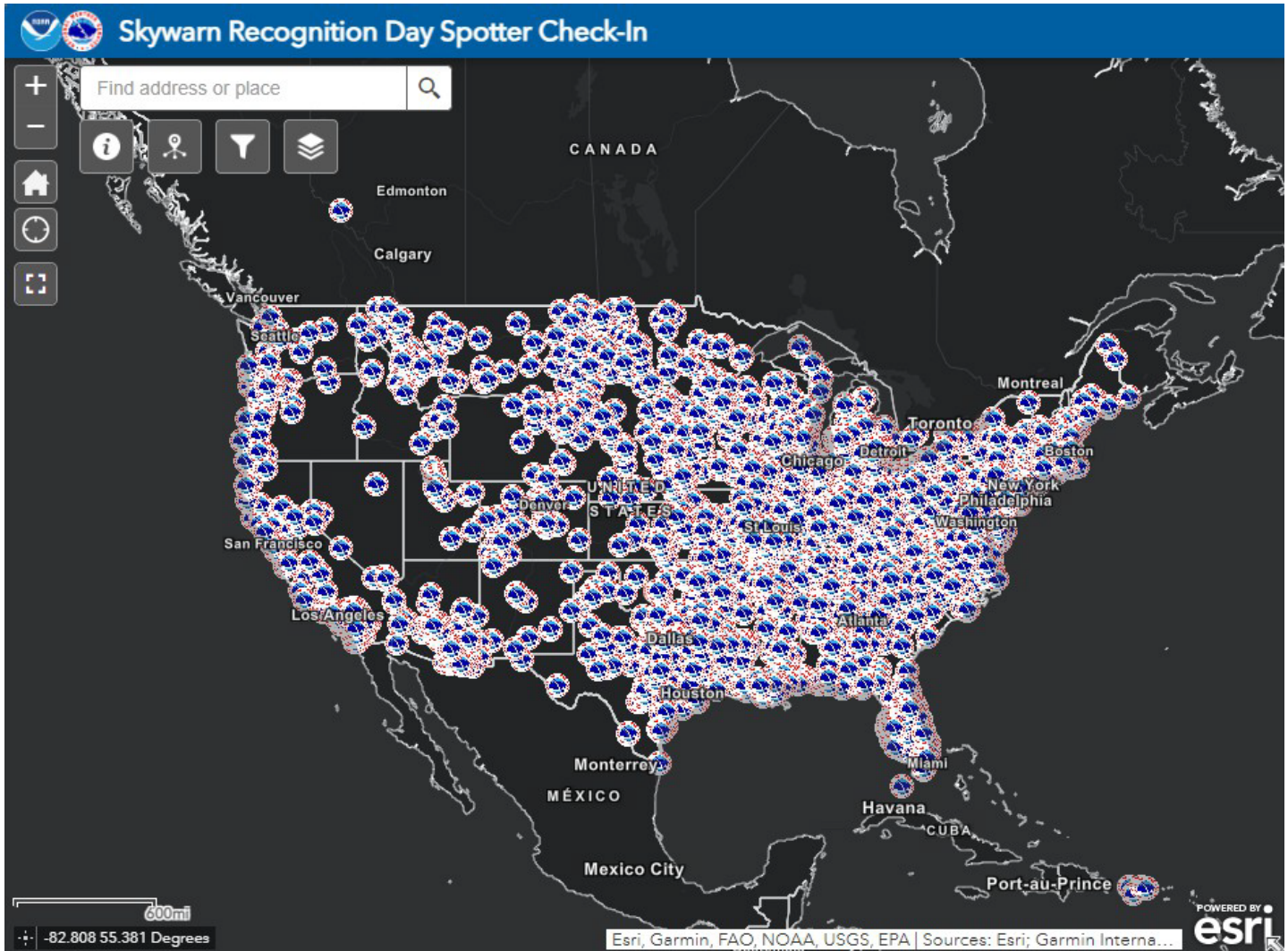


Image: Example map of 2022 Skywarn Recognition Day participants. This map is generated by participants OPTIONALLY adding their location to the map. This DOES not register the participants for SRD.

## General SRD Plan

The National Weather Service offices are encouraged to use this plan to your advantage. Implementation of any part or all of this plan is strongly encouraged, but not required.

The 24 hour period will be broken into six periods of time with the messaging focusing on various aspects of Skywarn including a period of time to recognize significant local and regional Skywarn partners.

# Skywarn Recognition Day

## Purpose, Registration and Social Media Plan

SRD Focus	Time Frame	Content Suggestions	Host
<b>Introducing and Welcome Participants</b>	00-06 UTC	Introduction to SRD Facebook / Twitter Live Stream	SRD Planning Team
		Welcome Message Live Stream or Recording	NWS Leadership
		Local Office Welcome Message Pre-Recorded or Live Stream	Local NWS representatives
		Skywarn Promotions	Local NWS offices via Social Media
		Possible Live Skywarn Training	Local NWS offices (depending on time of day)
		Invite people to post weather reports and images	Local NWS offices via Social Media
<b>SRD Engagement</b>	06-12 UTC	Relatively Quiet Period	
		Post Amateur Radio Promotional Content	National NWS Local NWS Offices
		Invite posting of weather conditions and images.	Local NWS offices via Social Media
		Live stream of upper air launch	Local NWS Offices with upper air.
		Live stream synoptic observations.	Local NWS Offices
		Ask Skywarn Spotters to submit pictures of their observation equipment	Local NWS Offices
<b>SRD Encouragement</b>	12-18 UTC	Invite people to post weather reports and images	Local NWS offices via Social Media
		Post Educational Content <ul style="list-style-type: none"> <li>Weather Safety</li> <li>Reporting methods</li> <li>Local Training Materials</li> </ul>	Local NWS offices National NWS
		Local Recognition of Skywarn	Local NWS

# Skywarn Recognition Day

## Purpose, Registration and Social Media Plan

SRD Focus	Time Frame	Content Suggestions	Host
		Champions	National NWS
SRD Education	18-24 UTC	Invite people to post weather reports and images	Local NWS offices via Social Media
		Post Educational Content <ul style="list-style-type: none"> <li>Weather Safety</li> <li>Reporting methods</li> <li>Local Training Materials</li> </ul>	Local NWS offices National NWS
		Live stream of upper air launch	Local NWS Offices with upper air.
		Final Word Live Stream or Pre-Recorded	NWS Leadership
		Thanks For Your Participation Live Stream	SRD Planning Team

## Resources

### Time Conversion from UTC

To obtain your local time here in the United States, you need to subtract a certain number of hours from UTC depending on how many time zones you are away from Greenwich (England). The table below shows the standard difference from UTC time to local time.

UTC	Diff	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
AST	-4	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P	4P	5P	6P	7P
EST	-5	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P	4P	5P	6P
CST	-6	6P*	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P	4P	5P
MST	-7	5P*	6P*	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P	4P
PST	-8	4P*	5P*	6P*	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P
AK	-9	3P*	4P*	5P*	6P*	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P
HI	-10	2P*	3P*	4P*	5P*	6P*	7P*	8P*	9P*	10P*	11P*	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P
Guam	+10	10A	11A	12N	1P	2P	3P	4P	5P	6P	7P	8P	9P	10P	11P	12M	1A%	2A%	3A%	4A%	5A%	6A%	7A%	8A%	9A%

Notes: AST - Atlantic Time, AK - Alaska Time, HI - Hawaii Time, \* - The previous day, % - The next day

### Social Media Content:

The following webpages include social media content that can be leveraged throughout the SRD Event. While there is no specific content requirement, each office should consider posting content during the educational portion of SRD that is most relevant to the local office's seasonal needs.

# Skywarn Recognition Day

## Purpose, Registration and Social Media Plan

### SRD Facebook Page

The [Skywarn Recognition Day Facebook page](#) has been in place since 2021. This page will include links, updates and additional news regarding the annual event. Participants are encouraged to discuss and post content relevant to SRD activities before during and immediately after the event.

### SRD X (formerly Twitter) Hashtag

The SRD event does not have an X (formerly Twitter) account. Rather the event participants are encouraged to use the assigned event hashtag for each yearly event (the last four digits will be the year of the event so for example **#SKYWARN2024**). Posting of content related to pre-event planning and event operations are encouraged to post and append the hashtag.

### Additional Resources

[National Weather Service Safety Page](#) - Sorted by Weather Topics

[NWS Safety Campaign \(Seasonal\)](#)