

***NATIONAL WEATHER SERVICE INSTRUCTION 1-404***

***JULY 19, 2023***

***Administration and Management***

***Human Capital NWSPD 1-4***

***INTERNAL (WORKFORCE) COMMUNICATIONS***

---

**NOTICE:** This publication is available at: <http://www.nws.noaa.gov/directives/>.

---

**OPR:** W/COS2 (C. Vaccaro)

**Certified by:** W/COS2 (C. Vaccaro)

**Type of Issuance:** Routine

---

***SUMMARY OF REVISIONS:*** This directive supersedes NWS Instruction (NWSI) 1-404, “*Internal (Employee) Communications*”, dated February 15, 2018. Minor editorial changes were made to ensure clear and concise policy guidance and to improve readability. Other changes with this revision include:

- Replace employees with workforce throughout the instruction.
- Section 2.1, updated the roles of the Communications Division to ensure consistency with current operations.
- Appendix 1, updated *NWS Insider* submission guidelines and link.
- Appendix 1, removed the outdated feedback link and All Hands SOP.

---

Christopher Vaccaro  
Chief, Communications Division  
Office of the Chief of Staff

Date

Internal (Workforce) Communications

Table of Contents:	Page
1 Objective.....	2
2 Overview .....	2
2.1 Roles of Communications Division.....	2
3 Measurement .....	3
Appendix 1:	
<i>NWS Insider</i> Guidelines for Submitting Articles, Photos and Workforce Milestones.....	A-1

1. Objective

The primary goal of the National Weather Service (NWS) Communications Division’s internal communication is to support the effective flow and feedback of information between NWS Leadership and the NWS workforce. Activities focused on internal communications support the agency’s goal of transparency, diversity and inclusion. The Communications Division also partners with other programs such as Human Resources to keep the workforce informed of various educational and advancement opportunities to ensure pathways for development and retention.

2. Overview

Keeping communication lines open between the workforce and managers is an important function of any successful organization. The NWS’s internal Communications Division shares news and information within the organization, encourages interdepartmental collaboration of ideas and best practices, and promotes effective information flow between all levels of the organization including National Oceanic and Atmospheric Administration (NOAA) Headquarters.

2.1 Roles of the Communications Division

The Communications Division provides management and counsel on communication strategies, content development and tactical execution.

The Communications Division will use current and emerging technologies as appropriate to meet its internal communications goals.

The Communications Division develops and manages all internal communication channels, including online news, *NWS Insider* website content, and “All Hands' ' and “Manager's” memo correspondence distributed via email. The Communications Division will determine information content and establish, maintain, and measure the effectiveness of the organization’s internal communications. The NWS Headquarters offices, Regional Headquarters offices, national centers and field offices will share information and topics of

interest with their workforce and will identify information and topics of interest to an NWS-wide audience. This information will support story development suggestions to W/COS2. Appendix 1 – *NWS Insider* Submission Guidelines, provide guidelines for submitting information, articles, story ideas, and photographs to *NWS Insider*.

**3. Measurement**

The NWS Communications Division will use a variety of methods, including feedback from offices and centers, surveys, website analytics, and workforce comments to gather and analyze the effectiveness of *NWS Insider* and other internal communication methods.

## Appendix 1

### *NWS Insider Guidelines for Submitting Articles, Photos and Workforce Milestones*

Complete Submission Guidelines and Submission Form are available at [Insider submission guidelines](#).

**Please use these guidelines when submitting articles and photos for *NWS Insider* stories:**

1. Submit one written article as a Google Doc file.
2. Submit one separate photo (JPEG or PNG) and include a caption. (Note: photos are required.).
3. State in the article the who, what, when, where, and why along with a conclusion. See sample, Writing an Insider Article.
4. Send an attachment of both the written article and one separate photo to the email address: [nws.insider@noaa.gov](mailto:nws.insider@noaa.gov).
5. Please submit the NWS Insider Article Submission Form.

Articles and photos will go out in the Mailer as an NWS All Hands email at the end of the week or the beginning of the following week.

The NWS Communications Division will do its best to post articles and photos as soon as they come in.

Questions regarding article and photo submissions should be submitted to [nws.insider@noaa.gov](mailto:nws.insider@noaa.gov).