



## Severe Weather Awareness Week: April 12-16, 2021

NWS Green Bay

### Severe Weather Awareness Week Social Media Campaign

*Meet Cloudy!*



NWS Green Bay on Facebook



[www.facebook.com/NWSGreenBay](https://www.facebook.com/NWSGreenBay)

NWS Green Bay on Twitter



[www.twitter.com/NWSGreenBay](https://www.twitter.com/NWSGreenBay)

## 2021 VIRTUAL SPOTTER TALKS NWS GREEN BAY



Saturday, April 10 • 7:00 PM • Standard  
Monday, April 12 • 10:00 AM • Standard  
Tuesday, April 13 • 7:00 PM • Standard  
Wednesday, April 14 • 11:30 AM • Standard  
Thursday, April 15 • 7:00 PM • Advanced  
Tuesday, April 20 • 12:00 PM • Advanced  
Thursday, April 22 • 2:00 PM • Standard  
Friday, April 30 • 11:00 AM • Standard

Standard: Spotter talk designed to teach you about severe weather, climatology, and the information you need to share a storm report with NWS Green Bay.  
Advanced: Spotter talk covers most of what is taught in the "standard" talk, and adds more mesoscale and storm-scale science and terminology.

For more details: <https://www.weather.gov/grb/spotterschedule>

Published on: 04/05/2021 at 4:15PM

Each year in Wisconsin, a week (usually in April) is designated as Severe Weather Awareness Week. The purpose of Severe Weather Awareness Week is to educate people and increase awareness about severe weather/tornado safety *before* severe weather season starts. Typically, the National Weather Service in Green Bay posts information online and on social media accounts geared towards adults. This year, we changed up our campaign to appeal to children as well.

So without further adieu, we are pleased to announce that this year's Severe Weather Awareness Week will feature NWS Green Bay's newest "employee", Cloudy! We are following the story of Cloudy (a stuffed toy cloud) as Cloudy tours our office and learns about thunderstorms. We are hoping to reach as many kids and families as possible through our social media content, and hope you will retweet and share Cloudy's journey.

Official content will be posted on the NWS Facebook and Twitter accounts by 8:00 each morning from April 12 through April 16. Day 1 will feature a video. Days 2 through 5 will feature a graphic with photos, information, and trivia question(s) in the question corner.

Additionally, for the first time ever, we will be hosting Skywarn spotter talks during daytime hours. These talks are open to everyone and focus on weather safety and how to submit severe weather reports.

For more information, please visit our website: [weather.gov/greenbay](https://weather.gov/greenbay)

Or contact our office: [nws.greenbay@noaa.gov](mailto:nws.greenbay@noaa.gov)