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Public Information Statement 21-35  
National Weather Service Headquarters Silver Spring MD  
1235 PM EDT Fri May 28 2021

To:           Subscribers:  
              -NOAA Weather Wire Service  
              -Emergency Managers Weather Information Network  
              -NOAAPort  
              Other NWS Partners and NWS Employees

From:       Michelle Hawkins, Chief  
              Severe, Fire, Public, and Winter Weather Services  
              Branch

Subject:     Soliciting comments on the use of the Short Term  
              Forecast Product (NOW) through June 27, 2021

Comments are being solicited on the use of the NOW by NWS partners and the public. The NWS is asking for feedback on how the NOW currently supports decision making processes and what the impact would be to users if this product were terminated.

The NOW is a non-scheduled, event-driven text product that provides the public with detailed weather information occurring within six hours of product issuance. NOWs allow forecasters to discuss the evolution of (sub-severe) convective and stratiform precipitation, winter weather, sea breezes, marine weather, fog, winds, and temperatures within their geographic area of responsibility.

Increasingly, this level of forecast weather information about these types of events within the next few hours has been provided through other offerings, such as timely posts of graphics and accompanying narrative-based information on official social media accounts of local NWS offices. The NOW is strictly a narrative-based text product which can limit forecasters in terms of being able to fully describe such lower-end weather phenomena, along with the geographic extent, in a message without a visual compliment.

Posts of graphics through alternative outlets such as approved social media platforms and online weather stories have allowed offices to depict these forecasts in ways that are unique to the various weather phenomena.

Please send comments and feedback related to the NOW product to:

Greg Schoor  
NWS Severe Weather Program Manager  
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National Public Information Statements are online at:

<https://www.weather.gov/notification/>

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