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PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC
113 PM EST MON JAN 11 2010

TO:       SUBSCRIBERS:
          -FAMILY OF SERVICES
          -NOAA WEATHER WIRE SERVICE
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          OTHER NWS PARTNERS...USERS AND EMPLOYEES

FROM:     ROBERT BUNGE
          INTERNET DISSEMINATION OFFICER
          NATIONAL WEATHER SERVICE
          OFFICE OF THE CHIEF INFORMATION OFFICER

SUBJECT: INTRODUCTION OF BOOKMARK SHARING ON NWS POINT FORECAST PAGES ON
JANUARY 13 2010
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BEGINNING WEDNESDAY JANUARY 13 2010...NWS WILL INCLUDE BUTTONS PROVIDING
SHARED BOOKMARKING ON ITS POINT FORECAST WEB PAGES. THE SHARED
BOOKMARKING SERVICE IS PROVIDED BY ADDTHIS...WHICH RECENTLY SIGNED A
GOVERNMENT TERMS OF SERVICE AGREEMENT WITH THE DEPARTMENT OF COMMERCE.
NWS POINT FORECAST PAGES ARE THOSE DISPLAYED WHEN A USER SELECTS A POINT
ON THE MAP DISPLAYED ON THE ENTRY WEBPAGE OF NWS WEATHER FORECAST OFFICES.

THE ADDED BUTTON WILL ALLOW A USER TO EASILY INCLUDE A LINK TO THE NWS
POINT FORECAST PAGE IN ANY OF THE SOCIAL MEDIA OUTLETS SERVICED BY
ADDTHIS.

NWS IS CURRENTLY EXPLORING WAYS TO MAKE ITS INFORMATION AVAILABLE USING
AVAILABLE SOCIAL MEDIA SERVICES. THESE SERVICES WILL ENABLE NWS TO REACH
AN AUDIENCE OF USERS NOT CURRENTLY AWARE OF NWS FORECAST PRODUCTS AND
SERVICES. USE OF THE ADDTHIS SHARED BOOKMARKING SERVICE IS A SIMPLE WAY
FOR CURRENT USERS TO SHARE INFORMATION AVAILABLE ON NWS WEBSITES WITH
OTHER POTENTIALLY INTERESTED MEMBERS OF THE PUBLIC BY PROVIDING THEM WITH
LINKS TO OUR EXISTING WEBSITES. BOOKMARK BUTTONS MAY BE ADDED TO
ADDITIONAL NWS WEBPAGES IN THE FUTURE.

MORE INFORMATION ON NWS USE OF THE ADDTHIS BOOKMARK SHARING SERVICE CAN BE
FOUND AT /USE LOWER CASE/:

HTTP://WWW.WEATHER.GOV/CREDITS.PHP#ADDTHIS

IF YOU HAVE ANY QUESTIONS OR COMMENTS...PLEASE CONTACT:

ROBERT BUNGE
INTERNET DISSEMINATION OFFICER
SILVER SPRING MARYLAND
ROBERT.BUNGE@NOAA.GOV
301-713-1381 X 140

NATIONAL PUBLIC INFORMATION STATEMENTS ARE ONLINE AT /USE LOWER CASE/:

HTTPS://WWW.WEATHER.GOV/NOTIFICATION/ARCHIVE

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