Are You Missing Something?

How NWS Web Pages and Social Media Can Complete Your Aviation Weather Awareness

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Regional Operations Center
This is About YOU!

- Facebook & Twitter can be customized so you follow/like who you want!
- NWS Offices have Facebook & Twitter!
- Local is better: Take advantage of what NWS produces
# NWS Social Media Stats

<table>
<thead>
<tr>
<th>Office</th>
<th>Facebook “Followers”</th>
<th>Twitter “Followers”</th>
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<tbody>
<tr>
<td>CWSU Salt Lake City</td>
<td>3,540</td>
<td>3,192</td>
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<td>CWSU Seattle</td>
<td>7,711</td>
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<td>NWS Reno</td>
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<tr>
<td>NWS Salt Lake City</td>
<td>31,023</td>
<td>27,725</td>
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</table>

Numbers as of May 12, 2020
NWS Geography & Organization: Where Am I?

You need forecast information for a POINT and a PATH

122 Weather Forecast Offices (WFOs)
21 Center Weather Service Units (CWSUs)
Role of a CWSU

- Producing regional graphics and forecasts utilizing local expertise
- Disseminating other NWS Data
  - Utilizing LOCAL NWS Meteorologist Expertise & Specialized Expertise
  - Storm Prediction Center – Severe Weather Specialists (National)
  - Aviation Weather Center – Aviation Weather Specialists (National)
  - Neighboring CWSUs
- Consistent & Collaborated Message
Role of a WFO

- Producing local public & aviation forecasts utilizing local expertise.
- Forecasters available 24 / 7 / 365
- More staffing
- Coordination with National Centers (Storm Prediction Center & Weather Prediction Center) for consistent and collaborative forecast information
Social Media Weaknesses

• CWSU Staffing is at most, 1 Meteorologist on duty per shift
• Weather Forecast Offices have more staff but can be overloaded during active weather
• Meteorologists MUST put forecast & warning operations first!
• NWS Social Media Pages are Not uniform in activity & content
Let’s Take a Trip! Seattle to Reno to Salt Lake City!

- WFOs:
  - Seattle
  - Pendleton
  - Medford
  - Reno
  - Elko
  - Salt Lake City

- CWSUs:
  - Seattle
  - Oakland
  - Salt Lake City

- National Centers:
  - Storm Prediction Center (SPC)
  - Aviation Weather Center (AWC)
Shower and possible thunderstorms expected for Inland Northwest Tuesday & Wednesday. #orwx #wawx.weather.gov/pdt

STORMY WEATHER AHEAD

A low pressure system off the Pacific Northwest coast will move through the region over the next several days.

Expect unsettled conditions, including widespread showers for most locations and a slight chance of thunderstorms across most of eastern Oregon and parts of southeast Washington.

Check www.weather.gov/pdt for the latest forecast or weather alert.

Gusty onshore winds (W-SW) will affect the Antelope Valley tonight and Tuesday with gusts between 40-55 mph. STRONG crosswinds + blowing sand/dust will create dangerous driving conditions! #LAlow #CAwx #5SoCal

Blowing Dust/Strong T-Storm

Valid until 11PM PDT May 10, 2020

**EXPIRED AT 815 PM PDT SUN MAY 10, 2020**

Strong Thunderstorm Located over Lovelock...

At 720 PM PDT, Doppler radar was tracking a strong thunderstorm over Lovelock, moving north at 30 mph. Winds in excess of 40 mph and reduced visibilities due to blowing dust will be possible with this storm. This storm will affect travelers on Interstate 80 between Lovelock and Imlay.

Areas of blowing dust reported between Worden and Klamath Falls, OR along Highway 97. Visibility reduced to 1/4 mile. Blowing dust possible other areas east of the Cascades through early evening. Slow down and give space between drivers. #orwx #cawx
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