

NWS Policy on Use of Turn Around Don't Drown®

The phrase “Turn Around Don't Drown®” is ideally suited for many types of flood safety outreach activities. The National Oceanic and Atmospheric Administration (NOAA) encourages use of the phrase to further the National Weather Service (NWS) mission to help protect life and property. The phrase “Turn Around Don't Drown®” is a registered trademark of NOAA, U.S. Department of Commerce (Trademark Registration Numbers: 2,853,276 and 2,853,277), hence the requirement for the guidelines on its usage in the following sections of this document.

1. Use of “Turn Around Don't Drown®” In Road Signs

Using “Turn Around Don't Drown®” in road signs is an effective way to advance the message of flood safety. However, it is important to remember that the U.S. Department of Transportation Federal Highway Administration standards call for temporary incident road signs to be pink and rectangular-shaped, while permanent warning signs are specified to be yellow and diamond-shaped. Signs using the phrase “Turn Around Don't Drown®” which comply with these standards are shown in Figures 1 and 2. Specifications for these signs are provided [here](#) and [here](#).



Figure 1. Turn Around Don't Drown® permanent warning sign, with example of appropriate placement at a flood-prone, low-water crossing to the right.



Figure 2. Turn Around Don't Drown® incident warning sign, shown with appropriate stand for temporary placement to the right.

2. Use of “Turn Around Don't Drown®” By External NOAA/NWS Parties or NOAA/NWS Employees in an Unofficial Capacity

When participating with the NWS in the dissemination of flood/flash flood watch/warning/advisory information, NWS partners in the weather enterprise may use the phrase “Turn Around Don't Drown®” in live broadcasts to encourage flood safety, without needing special permission or license agreement from NOAA. An example of this is a television weather person stating that a flash flood warning is in effect and then reminding viewers to “turn around don't drown” at flooded low-water crossings. This limited permission is given on condition of the phrase being used in a lawful and professional manner and is subject to monitoring and subsequent review by NOAA/NWS. Any person or entity as described above using the phrase “Turn Around Don't

Drown®” hereby agrees with these conditions and agrees to immediately stop using the phrase should NOAA/NWS, in their sole discretion, determine for any reason that the use of the phrase is not in the best interests of the NWS flood safety program. If NWS regional headquarters, weather forecast office (WFO), or river forecast center (RFC) personnel suspect someone is using the phrase improperly, he or she should notify the NWS Communications Office (see below).

Parties external to NOAA/NWS, as well as NOAA/NWS employees working in an unofficial capacity, may also use the phrase “Turn Around Don’t Drown®” in printing, recording, or electronic storage media (e.g., pamphlet, clothing, badge, logo, video, audio, or web page), subject to the following conditions:

- 1) The phrase will be used for the purpose of encouraging public flood safety.
- 2) If the phrase will be shown in print format, it will include the registered trademark symbol ® at the end.
- 3) A final copy of the product in which the phrase is used will be provided to the NWS at no charge. The NWS will have the option of including the final product as an outreach resource on the “Turn Around Don’t Drown®” web page (tadd.weather.gov). Should the NWS decide to include the product on tadd.weather.gov, full credit will be granted to the author and/or her/his organization/company.

If the external party intends to meet all the above conditions, they may seek permission to use the phrase “Turn Around Don’t Drown®” by submitting a written request to the NWS Communications Office. The request will describe how the external party intends to use the phrase, include a pre-production version of the media in which it is used (e.g., on audio, video, draft hard copy, web page prototype), and be submitted to:

Linda Taylor
NWS Communications Office
1325 East West Hwy, SSMC2 #18100
Silver Spring, MD 20910

Permission to use the phrase will be preserved in a license agreement between NOAA and the external party. The NWS Communications Office will prepare the license agreement using a standard template (see attachment 1). The license agreement will become effective when signed by both the party seeking permission to use the phrase (“licensee”) and the Director of the NWS Communications Office. NWS Communications will notify the licensee that the license agreement is effective once it has been signed by the Director, NWS Communications Office.

3. Use of “Turn Around Don’t Drown®” By NOAA/NWS Employees in an Official Capacity

The phrase “Turn Around Don’t Drown®” may be used by NOAA/NWS employees working in an official capacity for any educational, safety, and/or outreach purpose. Ideas and plans for use of the phrase in locally developed outreach materials or media should be coordinated with the NWS Communications Office, who may be able to contribute expertise and/or resources to the project.

Attachment 1 – Template for License Agreement

The template license agreement below is only an example and may be modified by NOAA.

Trademark License Agreement

Whereas the National Weather Service, National Oceanic and Atmospheric Administration, U.S. Department of Commerce ("NOAA" or "Licensor") has adopted and is using the phrase "Turn Around Don't Drown"® ("TADD"), has registered "Turn Around Don't Drown"®, and has received Federal registration of "Turn Around Don't Drown"® from the U.S. Patent and Trademark Office as a trademark; and

Whereas [*name of individual*] (the "Licensee") desires to use TADD [*describe how logo will be used, on apparel; include any exclusions (i.e. cannot be worn at political events)*];

Now, therefore, in consideration of the mutual promises herein contained, it is agreed that:

1. **Grant of License:** The Licensor hereby grants to the Licensee a non-exclusive, royalty-free right to use TADD for the purposes described herein.

2. **Quality Control:** The Licensor shall have the right, at all reasonable times, to inspect the Licensee's goods, services, and promotional activities employing TADD to ensure that such use is of proper quality and otherwise consistent with this Agreement, and may terminate the license should it determine that the use is inconsistent with this Agreement.

3. **Use by National Weather Service:** The Licensee shall provide to NOAA at no charge a final version of the goods, services, or promotional activity that uses the TADD phrase. Licensee agrees that the NOAA will have the option of including the goods, services, or promotional activity as an outreach resource on the "Turn Around Don't Drown"® webpage (tadd.weather.gov). If the goods, services, or promotional activity is included on the "Turn Around Don't Drown"® web page, credit will be given to the Licensee.

4. **Duration and Termination:** This Agreement shall terminate [*complete: one - five*] years from the date of its signature by both parties. The Licensee, however, may request a renewal of this Agreement for an additional term of [*complete: one - five*] years, renewable for subsequent [*complete: one - five*] year terms, subject to the express written consent of Licensor. Upon termination of this Agreement, all rights of the Licensee to use TADD shall immediately terminate.

5. **Assignments and Sub-Licenses:** This License is not assignable. Notwithstanding this provision, the Licensee may hire subcontractors to perform manufacturing and distribution activities under this Agreement.

In witness whereof, the parties have caused this document to be duly executed as of the latter of the two dates below.

Name of Director (or designee)
NWS Communications Office
National Weather Service,
National Oceanic and Atmospheric Administration

Name of Individual

Date

Date