

# NOAA's Weather-Ready Nation™ Ambassadors

Your organization can help make our country safer and more resilient to weather-related disasters by becoming a Weather-Ready Nation Ambassador.

**Weather-Ready Nation (WRN) is about building community resilience in the face of increasing vulnerability to extreme weather.** This requires the participation and commitment of a vast nationwide network of partners, *e.g.*, weather data providers, hospitals, construction companies, utilities, etc. That's why NOAA is looking for **WRN Ambassadors.**



## Why Become an Ambassador?

WRN Ambassadors serve a pivotal role in affecting societal change – helping to build a nation that is ready, responsive, and resilient to the impacts of extreme weather. You can help drive these changes in your community by:

- Promoting Weather-Ready Nation messages
- Collaborating with NOAA
- Sharing your success stories
- Serving as an example

WRN Ambassadors are change agents and leaders of their communities. You will inspire others to be better informed and prepared – helping to minimize or even avoid the impacts of natural disasters.



## What NOAA Does for You

- Explores innovative approaches for collaboration
- Provides unified messages and content on Weather-Ready Nation
- Assists with StormReady™/TsunamiReady™ opportunities for communities
- Recognizes *You* as an Ambassador
- Shares the WRN Ambassador badge for your use

## Building a Weather-Ready Nation Together

Building a Weather-Ready Nation requires more than government alone. It requires the entire Weather Enterprise to provide information for better community, business, and personal decision making, and innovative partnerships across all segments of society. We must involve everyone in an effort to move people – and society – toward heeding warnings, taking action, and influencing their circles of family, friends, and social network to act appropriately.

As a Weather-Ready Nation Ambassador, you will join with other federal, state, and local government agencies; emergency managers and city planners; researchers, the media; the insurance industry; non-profit organizations; the private sector; and many others to achieve the goal of saving lives and minimizing the impact of extreme weather on daily life.

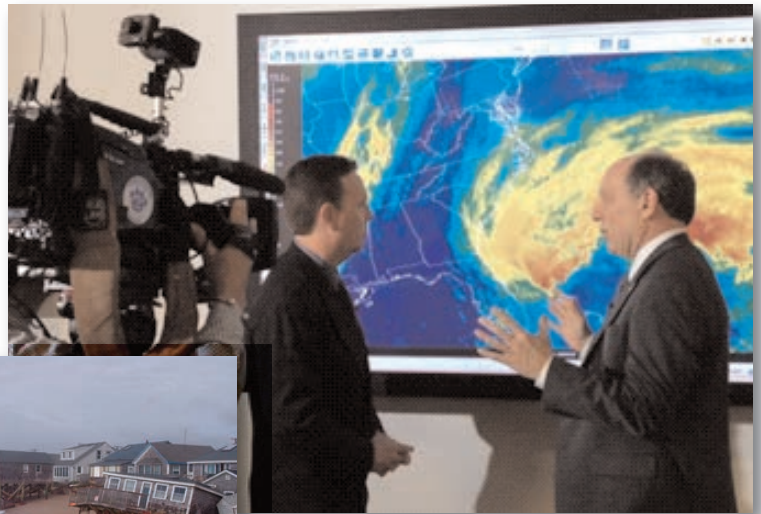
We can *all* contribute to a better informed and prepared public, smarter business and community planning, and more resilient infrastructure.



## A Symbol of Pride

The Ambassador's badge signifies your commitment as a trusted partner in building community resilience in the face of increasing vulnerability to extreme weather and water events. WRN Ambassador examples include:

- A broadcast meteorologist who advocates weather preparedness on-air
- A company within the weather enterprise that builds the technological infrastructure for weather information and alerts
- An insurance agency that provides discount incentives to its policy holders who meet certain weather ready criteria
- A school/university teaching about the risks associated with severe weather and resiliency best practices



*Storm forecast media interview*



*WRN Ambassador badge*

## Team Up with NOAA

Ultimately, a Weather-Ready Nation empowers everyone to make life-saving decisions that also prevent devastating economic losses. It's all of us working together to become a nation known for its resiliency in the face of deadly weather events.

**For more information about becoming an Ambassador, e-mail NOAA's Weather-Ready Nation team at [wrn.feedback@noaa.gov](mailto:wrn.feedback@noaa.gov).**

**To learn more about the Weather-Ready Nation initiative, visit the WRN website at [www.noaa.gov/wrn](http://www.noaa.gov/wrn).**

*"We can't stop extreme events from happening. We live in the most dynamic country on a very dynamic planet. But we surely can come together and find ways to make our societies more dynamically resilient in the face of those threats."*

Acting NOAA Administrator Dr. Kathryn Sullivan  
American Meteorological Society Annual Meeting Keynote Remarks  
January 10, 2013