

# **Innovative Communication Utilizing Multimedia Weather Briefings**

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## **ABSTRACT**

The emergence of new technology has continually advanced the National Weather Service's (NWS) mission of providing weather, hydrologic, and climate forecasts and warnings for the protection of life and property and the enhancement of the national economy. Since 2006, upgrades in computer processing and bandwidth along with the accessibility of video production software have afforded the NWS the ability to create multimedia weather briefings for distribution via the internet. These briefings allow for the timely dissemination of relevant and potentially lifesaving weather information to partners and the general public in an innovative manner. NWS presenters are able to explain forecast reasoning and uncertainty through an easily understandable audible and graphical format. This has proven to be a vital platform to support planning activities for partners and customers by highlighting potential hazardous weather conditions.

An overview of the multimedia weather briefing project will be presented, including creation and dissemination techniques, as well as past examples. Feedback and survey responses will be given from several NWS Weather Forecast Offices which have participated in the project. Lastly, future plans, goals, and integration of the multimedia weather briefings will be discussed.