

Julie Roberts - NOAA Federal

From: Julie Roberts - NOAA Federal
Sent: Friday, September 6, 2019 8:16 AM
To: Joe Semsar
Subject: Fwd: Followup to Today's Social Media/Public Inquiries

Can you print

Kindest regards,
Julie Kay Roberts
Deputy Chief of Staff
National Oceanic and Atmospheric Administration

Begin forwarded message:

From: Christopher Vaccaro - NOAA Federal <christopher.vaccaro@noaa.gov>
Date: September 6, 2019 at 8:05:48 AM EDT
To: Julie Roberts <julie.roberts@noaa.gov>
Subject: Fwd: Followup to Today's Social Media/Public Inquiries

See email below on the Sunday situation. I can try to get the attachments he references. I didn't get that Sunday email until yesterday when CNN was calling around.

Sent from my iPhone

Begin forwarded message:

From: Chris Darden - NOAA Federal <chris.darden@noaa.gov>
Date: September 5, 2019 at 12:31:53 PM EDT
To: Christopher Vaccaro - NOAA Federal <christopher.vaccaro@noaa.gov>
Cc: Steven Cooper <steven.cooper@noaa.gov>
Subject: Fwd: Followup to Today's Social Media/Public Inquiries

Chris,

fyi...

We just got a call from the CNN New Day program wanting us to do an on camera or phone interview. The desk number is 646-467-1742.

I let it go to voicemail.

Chris

----- Forwarded message -----

From: **Chris Darden - NOAA Federal** <chris.darden@noaa.gov>

Date: Sun, Sep 1, 2019 at 8:41 PM

Subject: Followup to Today's Social Media/Public Inquiries

To: _NWS SR BMX <sr-bmx.all@noaa.gov>

Cc: Mike Coyne <mike.coyne@noaa.gov>, Jose Garcia <Jose.Garcia@noaa.gov>, Susan Buchanan - NOAA Federal <susan.buchanan@noaa.gov>

Everyone,

First off, I hope everyone is having a great holiday weekend.

Earlier today, the BMX office started receiving an inordinate number of questions concerning Dorian and potential impacts in Alabama. The day shift did not know what precipitated this escalation in calls/social media questions, but deemed it prudent to provide some type of clarification on official social media channels.

Thus, the attached tweet and FB post (screen captures) were posted. These were shared/retweeted by numerous sources including local media and eventually regional/national outlets. It was later learned that the uptick in calls/concern regarding Alabama may have been related to a White House tweet earlier in the day.

Some in media assumed, understandably so, that our social media posts were a direct response to the WH post. In fact, they were not as we were not even aware of them at the time. It was directly in response to the increase in calls from anxious and panicked citizens and core partners. The state of Alabama and the Gulf Coast has been through a tremendous amount in the past 12 months, and it's understandable that folks are on edge.

Our job is to provide forecasts and weather information in ways that supports core partners and benefits the lives and safety of the US citizenry. That is clearly what we are doing, and kudos to the day shift for reacting to a need quickly. I did ask that we remove the term "WE" from our social media posts (after coordination with SR) and that was done for the editable FB post. Of course the tweet had already been picked up by many media outlets and deleting it would cause more confusion.

If we get any calls or questions about this, please forward them to me. I have cc'd SRH and also Susan Buchanan for their awareness.

Thanks!

Chis

--

Chris Darden
Meteorologist in Charge

National Weather Service

465 Weathervane Road
Calera, AL 35040

Phone: 205-664-3010 extension 222

E-Mail: chris.darden@noaa.gov

Website: <http://www.weather.gov/bmx>

--

Chris Darden

Meteorologist in Charge

National Weather Service

465 Weathervane Road
Calera, AL 35040

Phone: 205-664-3010 extension 222

E-Mail: chris.darden@noaa.gov

Website: <http://www.weather.gov/bmx>