What We Learned About: NHC Beyond the Cone

Valuable NHC products aren’t used as much as they could be, and targeted efforts will help bridge the gap.

- Hurricanes generate compound hazards, and NHC has dedicated years of work to improve the communication of the most lethal threats, seeing them in large outlooks.
- Social science research demonstrates that partners and public worry the extreme threat of NHC products, and they want to be sure that risks are portrayed clearly and accurately.
- To overcome barriers that prevent effective use of their products, NHC is focusing on two main areas:
  - Minimizing barriers: NHC could help by developing guidelines for sharing products and facilitating media conferences that highlight how to communicate hurricane hazards.
  - Increasing demand: NHC could also help by increasing the visibility of their products, especially on social media.

What We Learned About: SPC Convective Outlook

Colors and words get all the attention, but what’s under the hood of the scale may be much more important.

- SPC’s Outlook grows from 3 to 5 categories - 10 years ago.
- It attempts to better define events in terms of severity, creating a zoomed-out depiction of the forecast cone, even though that doesn’t reflect the actual likelihood of compound hazards.
- Broadcasters were much more interested in SPC pursuing a separate composite index that separates risk of storms forming from their intensity.
- Broadcasters also noted that they want more historical products to be more accessible.

What We Learned About: WPC WSSI

The product has a lot of promise, but may be under-utilized as broadcasters figure out how to access and understand it.

- The Winter Storm Severity Index (WSSI) is a first-of-its-kind NCEP product, that not only delivers hazard information, but impact statements. Initial impacts are notoriously difficult to communicate, and under the hood of this product, there’s a lot of complexity.
- NCEP, supported by social science research, has revised the look and feel of the WSSI product, to support informed decision-making by viewers.
- Now WPC is interested in understanding how communicators are reconfiguring WSSI, and whether users are deriving probabilities of various impacts, or frequent updates, could be used.
- As with the NHC breakout, broadcasters noted challenges in accessing WPC data, and getting it in a useable GIS format; this currently limits social broadcast use of the product.

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