

NWS StormReady Supporter Broadcast Media Partner

**Greater Tri-State StormReady Advisory Board
NWS La Crosse**

Broadcast media play a vital role in supporting the National Weather Service (NWS) mission of saving life and property and enhancing our local and national economies. Broadcasters provide a crucial link by communicating critical information on extreme weather events through the Emergency Alert System and by providing safety awareness to the general public.

Media outlets often establish severe weather safety plans and actively participate in and promote severe weather safety awareness activities. They act in a complementary role within the StormReady recognition program but have different guidelines and needs. A broadcaster (cable, radio or television) that promotes the principles of the StormReady program and completes an application with recognized broadcast station guidelines may be eligible to be designated as a StormReady Supporter Station.

A StormReady Supporter Station represents a higher level of preparedness and mitigation awareness for extreme weather-related events. They promote collaboration and communication with their local National Weather Service offices and emergency management officials. A StormReady Station takes an active role in NWS weather safety awareness weeks and education enhancing the NWS capacity of saving lives and protecting property when hazardous weather strikes.

Local NWS participation in the StormReady Supporter “Station” designation is *voluntary* and based on the bylaws of national, regional and local NWS StormReady Boards. If a local board receives a StormReady station application, they must accommodate the request.



Note: Please do not write in shaded areas.

BROADCAST STATION INFORMATION			
Station Name:			
Station Call Letters:			
Type:	<input type="checkbox"/> Television	<input type="checkbox"/> Radio	<input type="checkbox"/> Cable
Primary Point of Contact		Secondary Point of Contact	
Name:		Name:	
Department:		Department:	
Title:		Title:	
Mailing Address:		Mailing Address:	
City:		City:	
State; ZIP:		State; ZIP:	
Phone:		Phone:	
e-mail:		e-mail:	
Which NWS offices are within the viewing / listening area of the Broadcast Station? (Television or Radio)			
1		4	
2		5	
3		6	
Which NWS offices are within operating area of the Cable Station?			
1		4	
2		5	
3		6	



Guideline 1: STATION WEATHER OPERATIONS

		Verified
Does the Broadcast Station have a written hazardous weather operations plan?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verif
Does the Broadcast Station operate 24-hours a day? (Must answer yes if Television Station Market Size within the top 125 – Nielsen Rating)	<input type="checkbox"/> Yes	<input type="checkbox"/> Verif
If 24 hour/day operation, does the Station have <u>Broadcast staff</u> on at all times? (Informational purposes only)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If no, what hours do you operate?		
Does the Broadcast Station have backup power at their studio facilities which can operate for at least 12 hours?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verif
If no, what contingency plans do you have for getting emergency information to the public?		
Does the Broadcast Station have backup power at transmitter locations for at least 12 hours?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verif
If no, what contingency plans do you have for getting emergency information to the public?		



Does the TV Broadcast Station or Cable Station have written plans to broadcast all of the following NWS Watches, Warnings and Advisories?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
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Watches: Severe Thunderstorm, Tornado, Winter Storm, Blizzard, High Wind, Excessive Heat

Warnings: Severe Thunderstorm, Tornado, Winter Storm, Blizzard,, Ice Storm, Wind Chill, High Wind, Excessive Heat

Advisories: Winter Weather, Freezing Rain, Wind Chill, Heat

Does the Broadcast Station have written plans on when to break into normal broadcasting for weather events?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
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List Weather Events Below:

1		6	
2		7	
3		8	
4		9	
5		10	

Does the TV Broadcast Station or Cable Station run crawler messages or other displays with NWS weather warning information?	<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
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List Weather Events Below:

1		6	
2		7	
3		8	
4		9	
5		10	

What is the Station policy for training Broadcast staff regarding airing and promotion of weather information? (Information purposes only)

Brief Explanation:



Does the Broadcast Station have at least 4 different ways to receive NWS warnings & products?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Please list below: Examples may include AP Wire, Paid Weather Consultant, Internet, EAS, NOAA Weather Radio, The Weather Channel, NWSChat etc.			
1		6	
2		7	
3		8	
4		9	
5		10	
What weather monitoring systems does the Broadcast Station have which might assist in severe weather operations? (Informational purposes only) (Note whether on-site or remote)			
<input type="checkbox"/>	Anemometer	<input type="checkbox"/>	NWS Cooperative Observers
<input type="checkbox"/>	Rain Gauge	<input type="checkbox"/>	CoCoRaHS - Community Collaborative Rain, Hail and Snow Network
<input type="checkbox"/>	Temperature Source	<input type="checkbox"/>	Other:
<input type="checkbox"/>	On-site Weather Station	<input type="checkbox"/>	Other:
<input type="checkbox"/>	Locally Owned Radar	<input type="checkbox"/>	Other:
Does the Broadcast Station operate a remote weather station network? Examples: schools, businesses, volunteer groups, mobile vehicles, etc. (Informational purposes only)			<input type="checkbox"/> Yes <input type="checkbox"/> No



If so, does the Broadcast Station share the data with their local NWS Office(s)?		<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
Explain what types of info, where located and how shared:			
Does the Broadcast Station staff visit their local NWS WFO(s) at least annually?		<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
Date(s):			
Does the NWS WFO(s) visit the local Broadcast Station at least annually?		<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
Date(s):			
<i>List any additional explanations below or on a separate sheet of paper</i>			



Guideline 2: EMERGENCY COMMUNICATION			
Does the Broadcast Station actively participate in NWSChat?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Who is the designated Emergency Alert System (EAS) program manager for the Broadcast Station?			
Name:		Phone:	
Position:		Email:	
Do they participate in local, regional, or state EAS meetings?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Do they have a copy of the latest regional and state EAS plans?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Date(s):	Regional Plan:	State Plan(s):	
Is the Broadcast Station a Local Primary EAS Source? What is their Designation?			
<input type="checkbox"/>	Local Primary 1 (LP1)	<input type="checkbox"/>	Local Primary 3 (LP3)
<input type="checkbox"/>	Local Primary 2 (LP2)	<input type="checkbox"/>	Local Primary 4 (LP4)
<input type="checkbox"/>	Local Primary 5 (LP5)	<input type="checkbox"/>	Not designated as an LP
Does the Broadcast Station have a NOAA Weather Radio for their facilities?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Does the Broadcast Station encoder box directly monitor a NWS NOAA Weather Radio transmitter(s)?			<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Which NOAA Weather Radio Transmitters?			
1			
2			



What does the Broadcast Station activate their EAS system for:

What counties does the Broadcast Station EAS activate for?

Verification Team Notes:



Guideline 3: OUTREACH & EDUCATION

Verified

Does the Broadcast Station staff attend annual training on NWS products and services?

Yes

Verif

Does the Broadcast Station actively promote the NWS SKYWARN and Volunteer Spotter programs and associated training sessions when scheduled?

Yes

Verif

By what means?

List the frequency (times per day, or week) they conduct one or more activity:

Via a web link

On-Air Mention (less than 1 minute)

On-Air Segment (1 – 3 minutes)

Public Service Announcements

Other:

Does at least one staff member attend a NWS weather spotter class annually?

Yes

Verif

Date(s):

Does the Broadcast Station promote at least 2 NWS weather hazards safety campaigns annually?

Yes

Verif

Which ones?

Flood

Winter Weather

Convective Weather (Thunderstorms & Tornadoes)

Lightning

Other:

Other:



How does the Broadcast Station promote NWS weather hazards safety campaigns? List the frequency (times per day, or week) they conduct one or more activity:		
<input type="checkbox"/>	Via a web link	
<input type="checkbox"/>	On-Air Mention (less than 1 minute)	
<input type="checkbox"/>	On-Air Segment (1 – 3 minutes)	
<input type="checkbox"/>	Public Service Announcements	
<input type="checkbox"/>	Sunday morning public forum shows etc.	
<input type="checkbox"/>	Other:	
Does the Broadcast Station conduct at least 5 community weather safety outreach activities annually?		<input type="checkbox"/> Yes <input type="checkbox"/> Verf
Please list below: Examples may include: fair booth, farm/recreation shows, community presentation, local emergency planning committee meeting, emergency alert system meeting, school presentation, university presentation etc.		
Date	Topic	Location
1		
2		
3		
4		
5		
6		
7		



Does the Broadcast Station (at least one staff member) participate in at least 2 weather training opportunities / weather tele-training seminars / Webinars / media workshops annually at their local NWS office(s)? (Or at least 6 during a three year period) Please list below:				<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
	Date	Topic	Location	Speaker	
1					
2					
3					
4					
5					
6					
7					
Does the Broadcast Station participate (annually) in at least - 6 activities if Television Station Market Size is within the top 125 (Nielson Rating) 4 activities for all others				<input type="checkbox"/> Yes	<input type="checkbox"/> Verf
<input type="checkbox"/>	Broadcast Station promotes NOAA Weather Radio and its All-Hazards communication function for after-hour's notification.				
<input type="checkbox"/>	Broadcast Station sits on a board with broadcast & print media, emergency managers, law enforcement, hospitals, insurance groups, land management agencies, major industries, National Weather Service, park & recreation boards, schools & universities, etc. to discuss weather products and services.				
<input type="checkbox"/>	Broadcast Station participates in at least 1 table-top or functional all-hazards exercise annually.				
<input type="checkbox"/>	Broadcast Station participates in a Local Emergency Planning Committee (LEPC).				
<input type="checkbox"/>	Broadcast Station participates in a regional or state Emergency Alert System committee.				
<input type="checkbox"/>	Broadcast Station promotes EAS usage and education at their Station through PSAs or other means.				
<input type="checkbox"/>	Broadcast Station partners with the NWS to promote and/or conduct weather training to emergency managers or other first responders.				



<input type="checkbox"/>	Broadcast Station operates a weather safety web page or a link to an NWS safety page.
<input type="checkbox"/>	Broadcast Station has at least one staff member who has a professional weather “certification” or “seal” from the American Meteorological Society or the National Weather Association or who holds a degree in atmospheric sciences from an accredited university.
<input type="checkbox"/>	Broadcast Station has at least one staff member who participates in a local professional weather chapter with either the American Meteorological Society or the National Weather Association.
<input type="checkbox"/>	<p>At least one Broadcast Station employee has taken and completed a weather hazards and community risk preparedness / emergency services course. These are free on the Internet.</p> <p>Anticipating Hazardous Weather and Community Risk http://training.fema.gov/EMIWeb/IS/is271.asp</p> <p>IS-22 Are You Ready? An In-depth Guide to Citizen Preparedness http://training.fema.gov/EMIWeb/IS/is22.asp</p> <p>Emergency Manager: An Orientation to the Position http://training.fema.gov/EMIWeb/IS/is1.asp</p> <p>Special Events Contingency Planning for Public Safety Agencies http://training.fema.gov/EMIWeb/IS/IS15a.asp</p>
<input type="checkbox"/>	Other: (as approved by the local board)

<i>List any additional comments or explanations below or on a separate sheet of paper</i>



Site Verification Team Signatures	
<u>Print Name:</u>	
<u>Office:</u>	<u>Title:</u>
<u>Signature:</u>	<u>Date:</u>
<u>Print Name:</u>	
<u>Office:</u>	<u>Title:</u>
<u>Signature:</u>	<u>Date:</u>
<u>Print Name:</u>	
<u>Office:</u>	<u>Title:</u>
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