

Susan Buchanan - NOAA Federal

From: Susan Buchanan - NOAA Federal
Sent: Sunday, September 1, 2019 10:05 PM
To: mary.erickson@noaa.gov; Louis Uccellini; jeremy.andrucyk@noaa.gov; george.jungbluth@noaa.gov; john.d.murphy@noaa.gov; andrew.stern@noaa.gov; nws.opscenter@noaa.gov; kevin.cooley@noaa.gov
Subject: Fwd: Followup to Today's Social Media/Public Inquiries

FYI. BMX MIC's note to his staff.
-Susan

Sent from my iPhone

Begin forwarded message:

From: Chris Darden - NOAA Federal <chris.darden@noaa.gov>
Date: September 1, 2019 at 9:45:13 PM EDT
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>
Subject: Re: Followup to Today's Social Media/Public Inquiries

Apologies hit send too early. Attached are the Tweet and FB post.

Chris

On Sun, Sep 1, 2019 at 8:41 PM Chris Darden - NOAA Federal <chris.darden@noaa.gov> wrote:
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

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National Weather Service
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Calera, AL 35040

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E-Mail: chris.darden@noaa.gov
Website: <http://www.weather.gov/bmx>

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Follow



Alabama will NOT see any impacts from [#Dorian](#). We repeat, no impacts from Hurricane [#Dorian](#) will be felt across Alabama. The system will remain too far east. [#alwx](#)

8:11 AM - 1 Sep 2019

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US National Weather Service Birmingham Alabama



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Alabama will NOT see any impacts from [#Dorian](#). Repeat, no impacts from Hurricane [#Dorian](#) will be felt across Alabama. The system will remain too far east.

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