

PRODUCT DESCRIPTION DOCUMENT

Graphical “Weather Story of the Day”

Part I – Mission Connection

a. Product Description - The Graphical “Weather Story of the Day” is a graphical representation (product) which depicts the most important weather feature in the forecast area of responsibility of individual NWS Weather Forecast Offices (WFO). The “Weather Story of the Day” is not time dependent. That is, the product depicts the most significant weather feature through the 7-day forecast period. A graphical user interface allows the forecaster to include a brief text, a few sentences in length, describing the “Weather Story of the Day” graphical product.

b. Purpose - The purpose of the “Weather Story of the Day” is the provision, to users, of a visual aid to assist in the communication and comprehension of weather elements which impact daily lives and commerce. When appropriate, this graphical product will serve to enhance user preparation and response to developing weather conditions; especially hazardous weather conditions.

c. Audience - The primary audience for this product includes the general public, emergency management officials, other key decision-making officials, and the media.

d. Presentation Format - FX-Connect software, developed by NOAA’s Forecast Systems Laboratory, running on the Advanced Weather Interactive Processing System (AWIPS), is used to create images. The images are automatically displayed via the local office’s web page. A sample of this web page may be found at:

<http://www.crh.noaa.gov/wxstory.php?site=lsx>

e. Feedback Method - In order to assess this new product/service, users of the “Weather Story of the Day” are asked to provide feedback on line to:

Mike.Looney@noaa.gov

Written comments may be mailed to:

Mr. Mike Looney
National Weather Service
7220 NW 101st Terrace
Kansas City, MO 64103-2371

Part II – Technical Description

a. Format and Science Basis - The “Weather Story of the Day” Product is created as an image. Graphics and textual annotations describe the type of anticipated weather conditions through the forecast period deemed, by the WFO forecaster, to be most significant to the user community.

b. Product Availability - The product is always available for the WFO’s area of forecast responsibility. The product updates are optional and based on the fluidity of the ongoing weather pattern.