

# National Weather Service - Effective Messaging

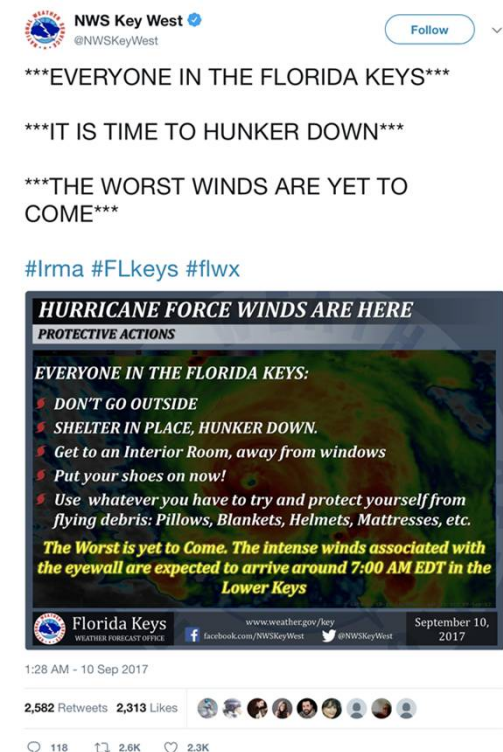
Strengthen Relationships Through Integrated Warning Teams

Consistency - One NWS Forecast Produces Greater Confidence by Users

Communicating Uncertainty

Social Media

Less is More



# National Weather Service - Future Challenges

Be Ready to Meet Partner Needs

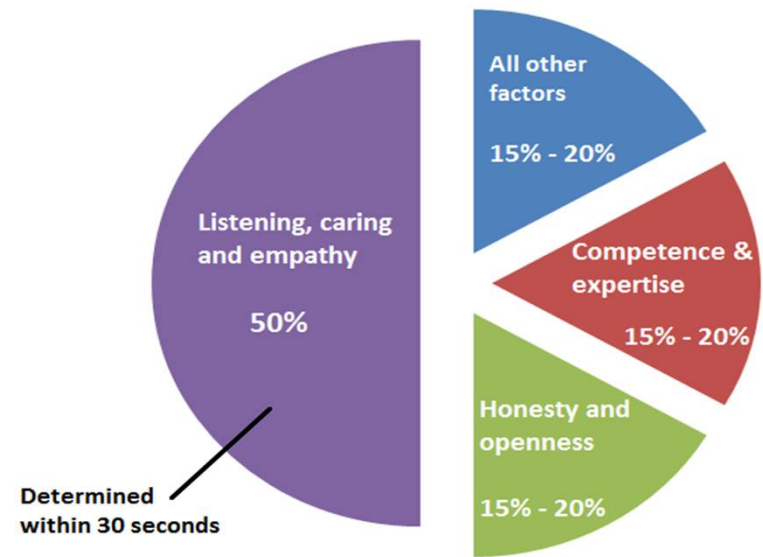
Vulnerable Populations

Mode of Delivery for High Stress

Approachable Science

Jack of All Trades, Master of None

**Trust Factors in HIGH Stress Situations**



Source: Vincent Covello