



Filling the Gap

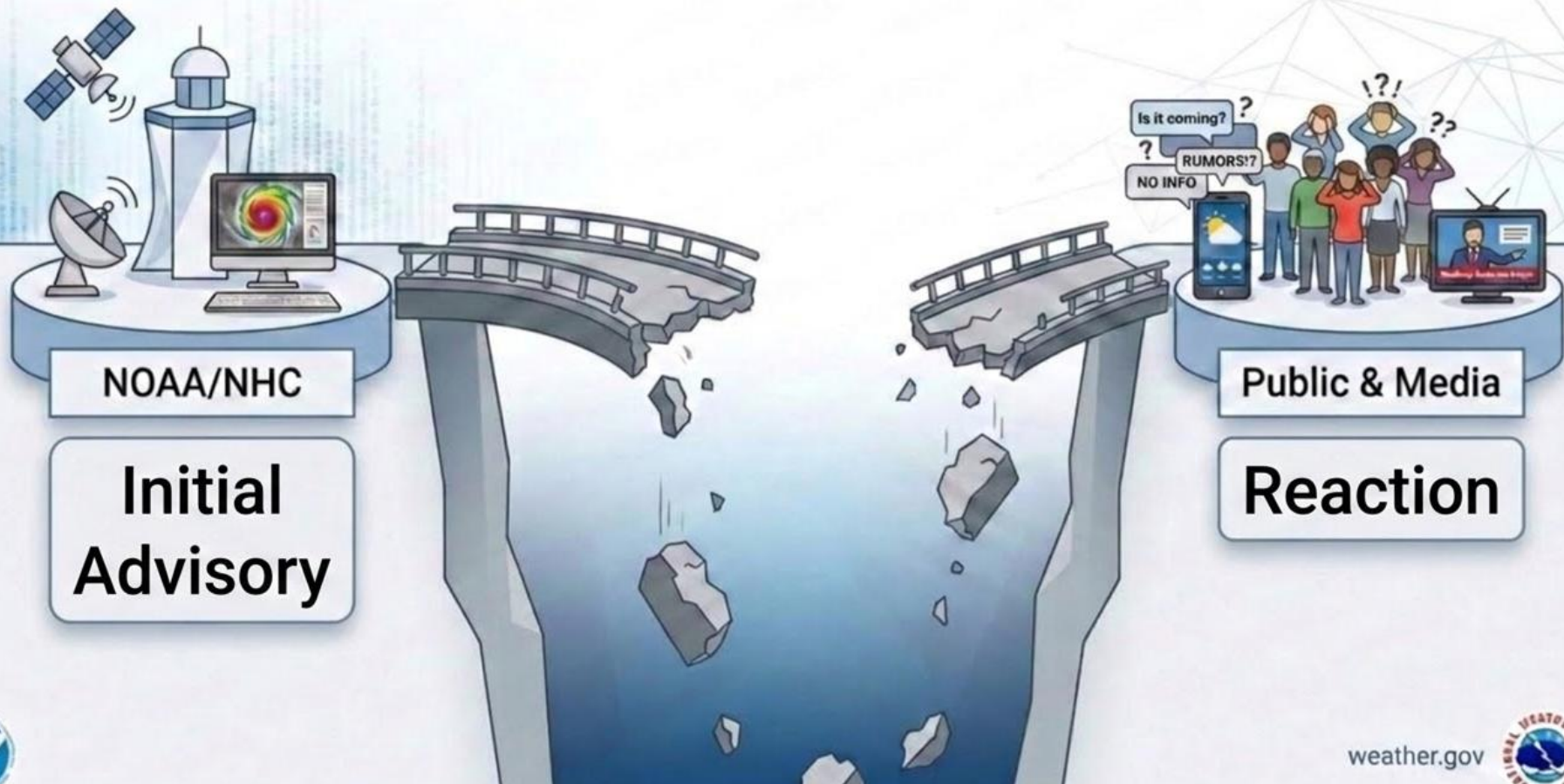
Modernizing Communications at the
National Hurricane Center

Maria M. Torres/ NOAA/NHC Public Affairs

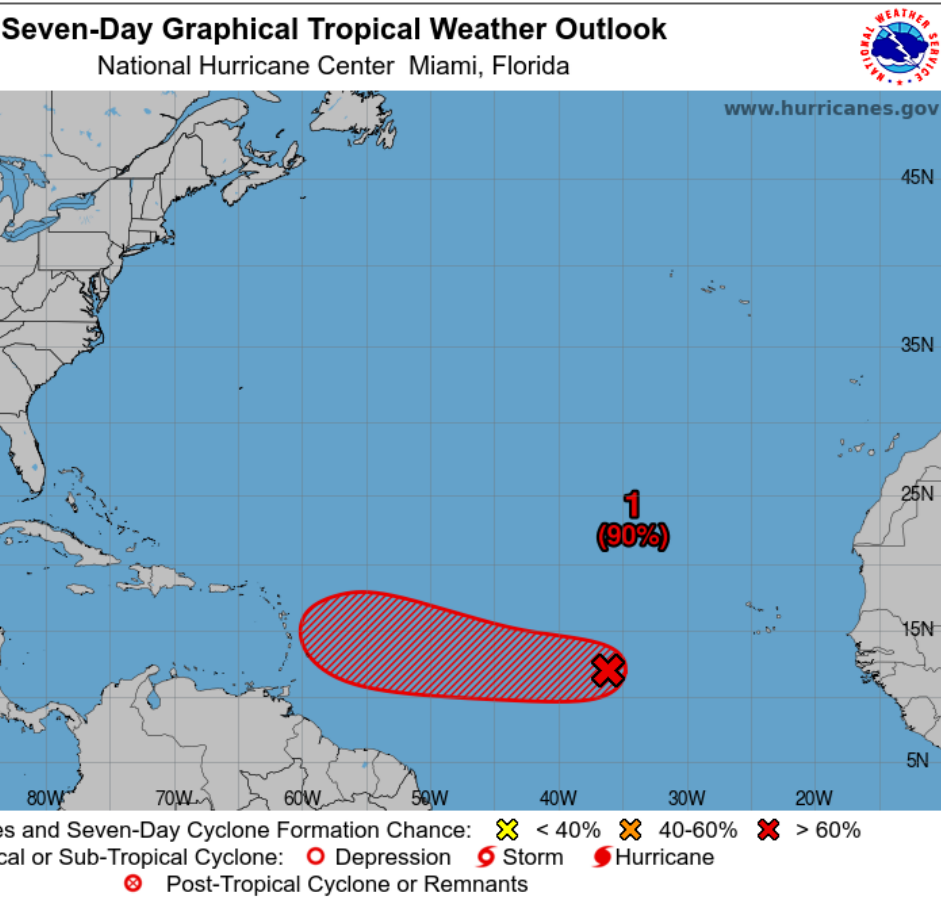


NOAA Communications
National Oceanic and Atmospheric Administration
U.S. Department of Commerce

Gap of Information



How it was...Comms Operation at NHC



Flow Information

- Tropical wave/disturbance identified (*Low/Med/High*)
- Few one-on-one interviews/Post on Facebook

<< Gap >>

- Watches/Warnings issued
- Media engagement starts
NHC Media Pool activates

First Tropical Weather Outlook Issued

Media

- Share content with their audience
- Make their own analysis
- Some are looking just for clicks



First Tropical Weather Outlook Issued

Media

- Share content with their audience
- Make their own analysis
- Some are looking just for clicks/ engagement audience

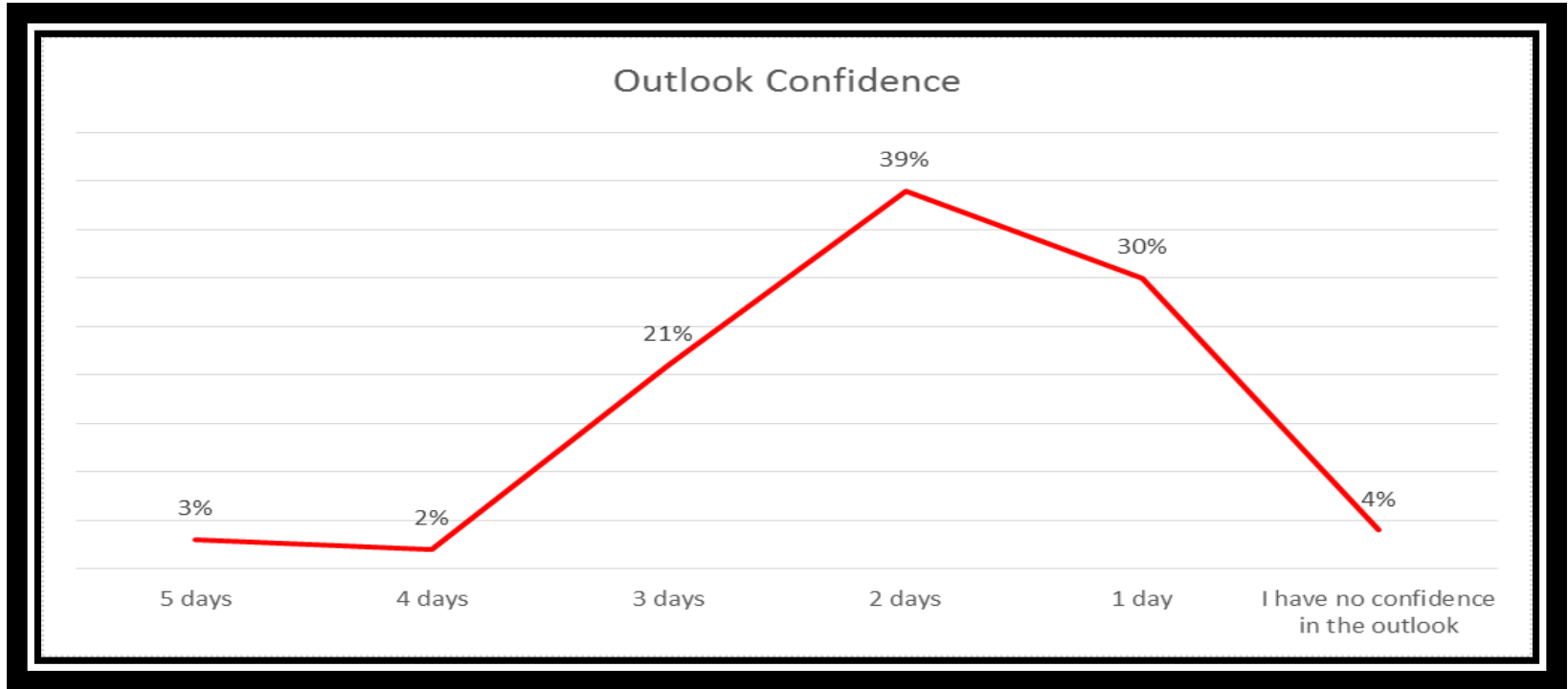


General Public



- Is this coming my way?
- Do I need to cancel my travel plans?
- What does this mean?
- Some begin to make their own conclusions
- Influencers begin to share the latest model run

DAYS OUT FROM EVENT

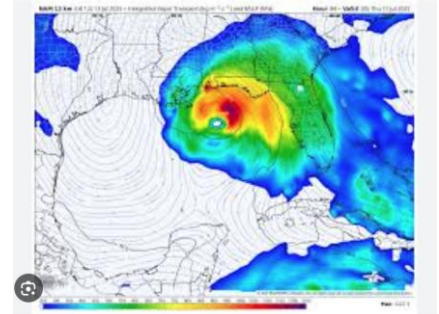


The Internet

WEATHER

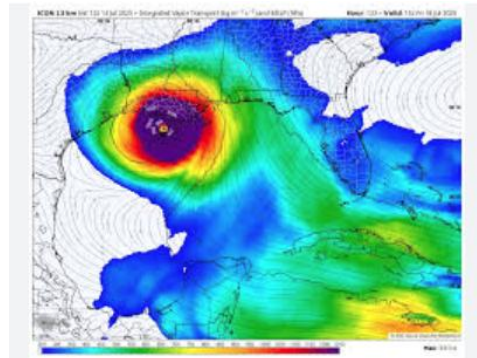
Houston TikTok sparks panic over a storm that doesn't exist

"I sometimes predict the storms better than the weathermen do."

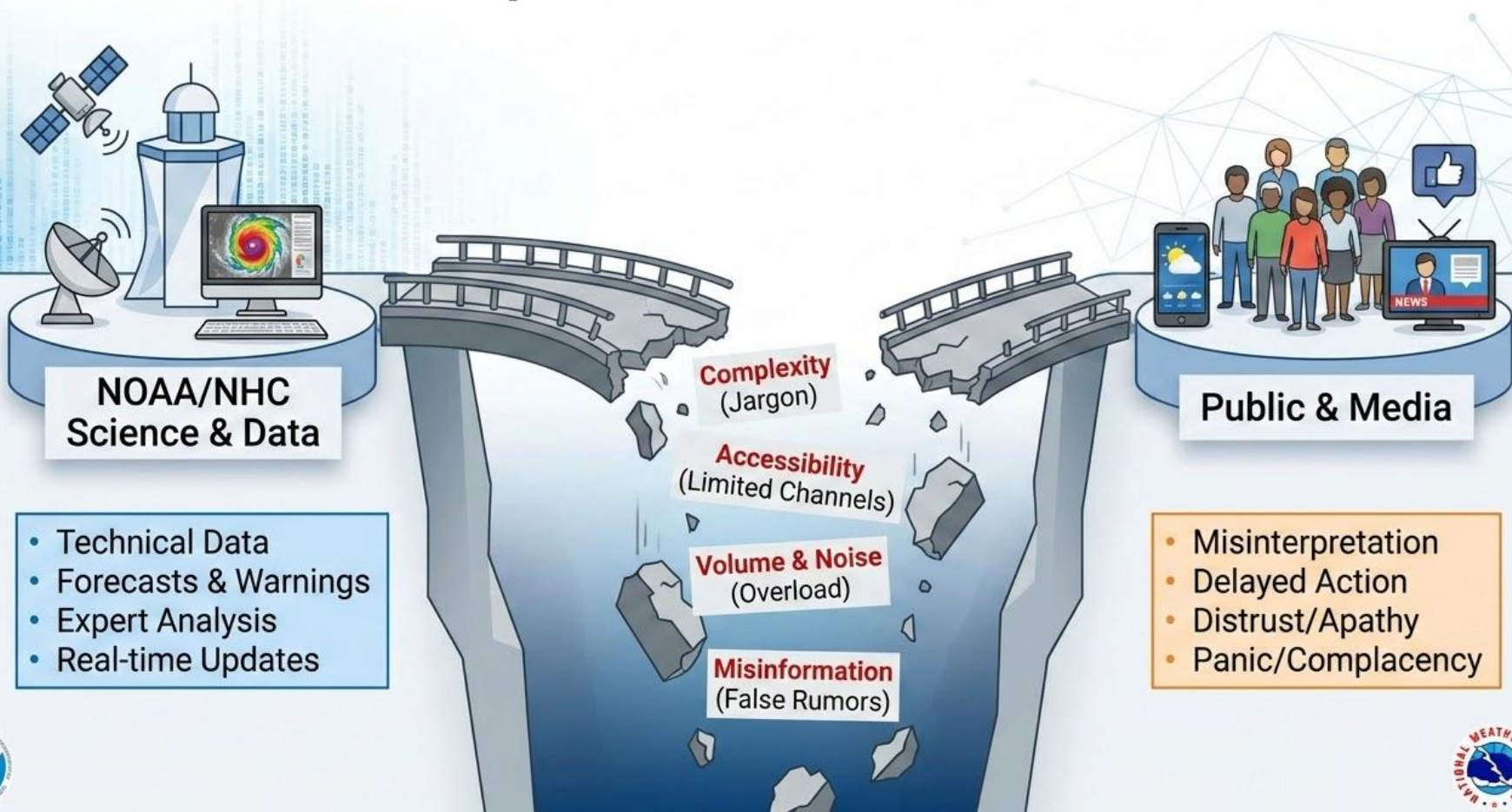


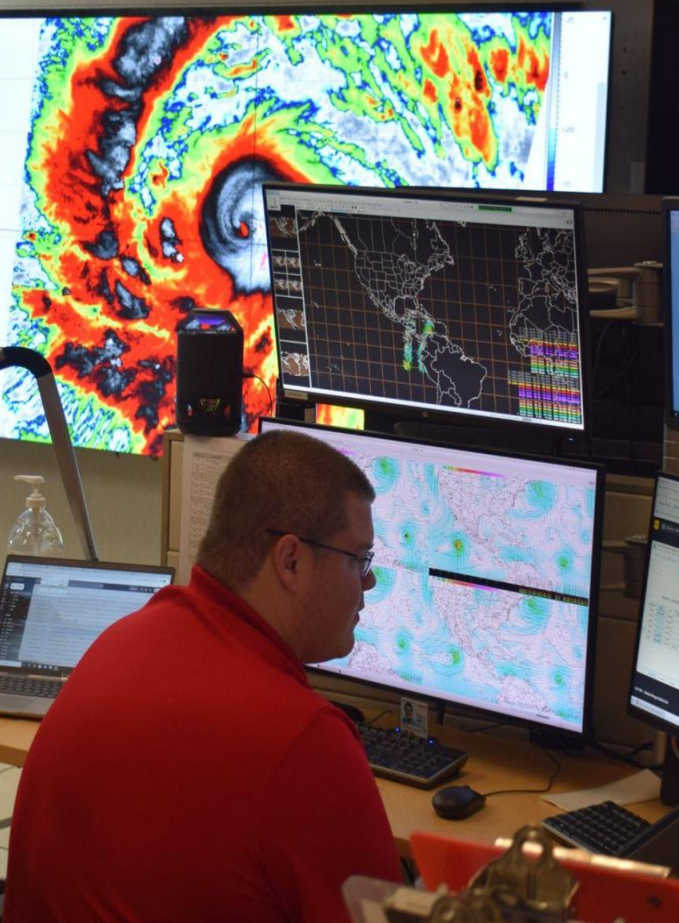
TROPICS: Dexter could be a thing this week. Sneaky system I think may need to be watched a lot closer....

[Visit >](#)



Gap of information

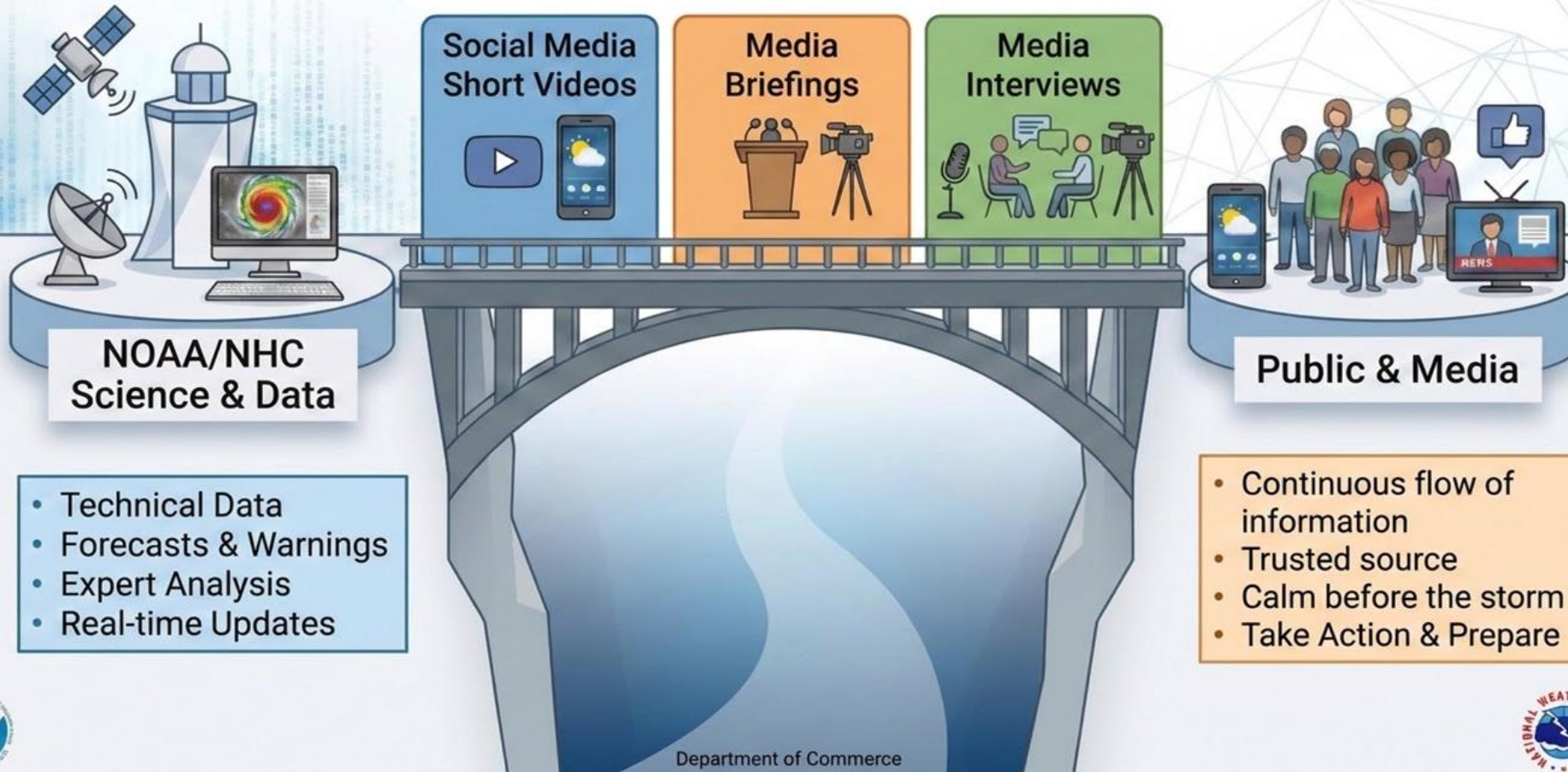




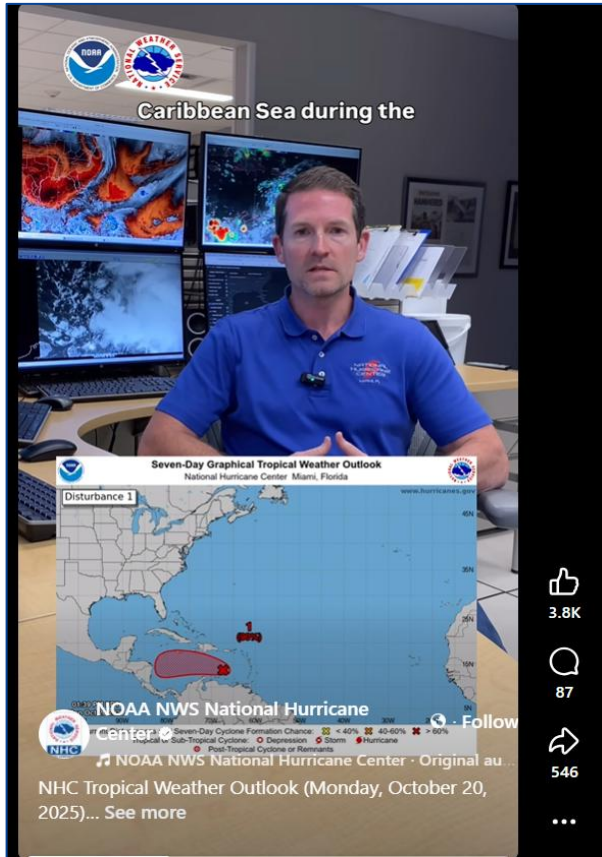
Challenges

- People begin to fill the void
- Listen to unofficial sources
- Different models runs begin to show up on your social media feed
- **Fear increases**
- **Speculation begin to materialize**
- **People make their own conclusions**
- **Others completely tuned out!**

Closing the Gap of Information



Fill the Void



What are we doing?

Meeting people where they are

- Using Social Media Reels/Shorts
- Livestreams briefings
- Early media engagement

Operational Video Strategy

Tropical Weather Outlook

Video can be created if a system is expected to be near land or generating interest. (*low/med/high*)

Video length: ~ 30 seconds

Livestream/ Shorts

For active TCs (or PTCs) that are expected to produce hazards on land

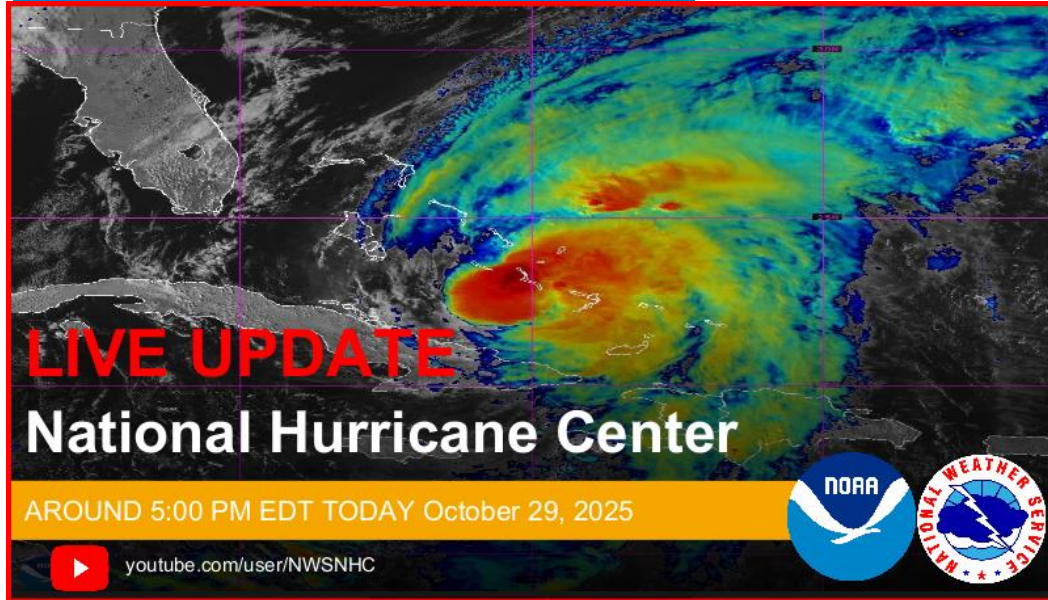
Video length: Live Streams- several minutes Shorts - ~ 1 min

Operational Topics

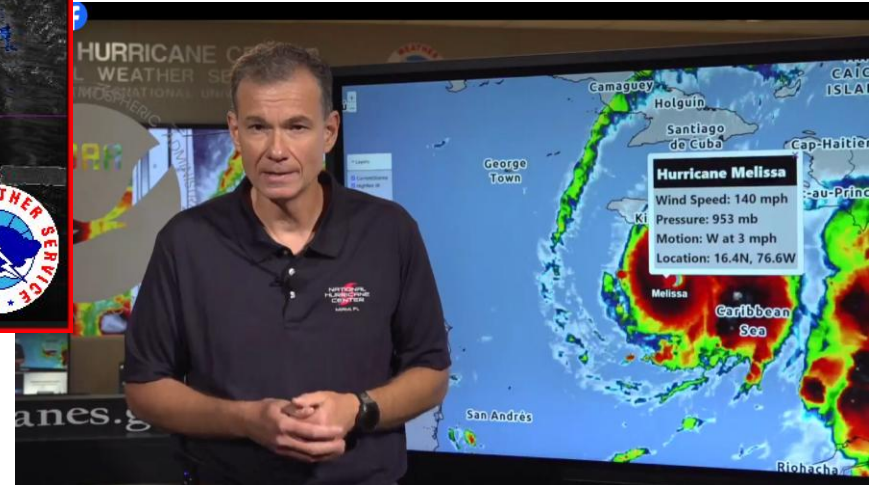
To discuss specific topics (ex. rip currents, preparing for the event...)

Video length: ~ 1 minute

Media Briefings - Livestreams on Impactful Events



**Live updates
Capture public attention**



Media Engagement - Virtual Connection

- One-on-one with an expert
- Provide Zoom/Teams link
- Quick turn around requests

*(Limited media pool rotation
- Depends on the demand))*



Media Engagement - Satellite/Virtual

- **Activate Media Pool**
 - One-on-one interviews
 - 12 hour shift
 - NHC Director & Deputy
- **Interviews through satellite connection**





Expanding on Social Media

Facebook

Largest social media platform globally and oldest NHC account with 2.3M followers.

Instagram

Youngest NHC account.



YouTube

Second largest social media platform



X

X formerly Twitter, NHC has a total of 5 accounts but the main account for NHC has over 350K followers.



NHC Media Operations

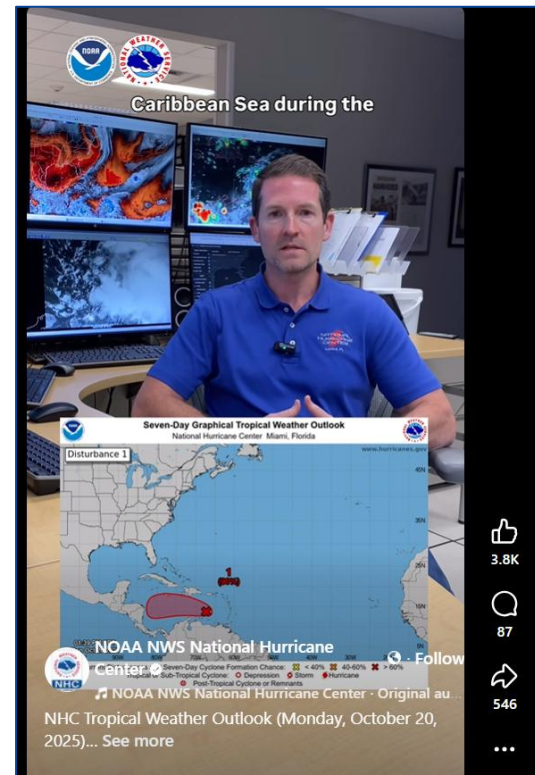
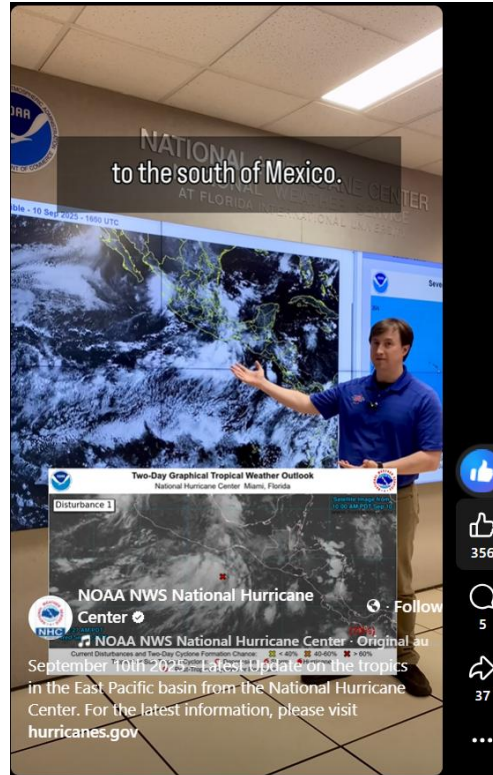


Preliminary Results

Social Media Introduction of the TWOs

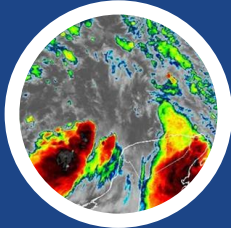
Tropical Weather Outlook (Pre-Genesis) Videos

- **12** videos posted in 2025 with **11** different speakers highlighted
- Each video was around 30 seconds (or less)
- Total views among all platforms over **2.7 million views**



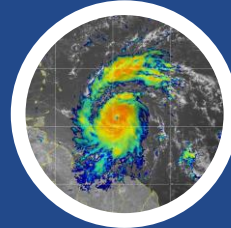
Overall Data in 2025

facebook



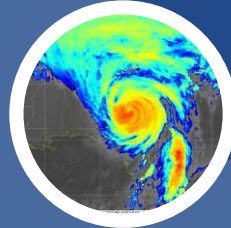
Alberto

- Engagement: **61,000**
- Net Follower Gain: **9,200**
- Facebook Livestream Interactions: **63,000**



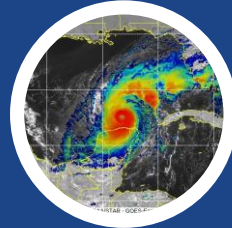
Beryl

- Engagement: **214,400**
- Net Follower Gain: **46,200**
- Facebook Livestream Interactions: **191,000**



Helene

- Engagement: **301,906**
- Net Follower Gain: **57,743**
- Facebook Watch Time: **1090d 15h**



Milton

- Engagement: **531,530**
- Net Follower Gain: **101,917**
- Facebook Watch Time: **2050d 8h**
- Reel reached **2.8M views**

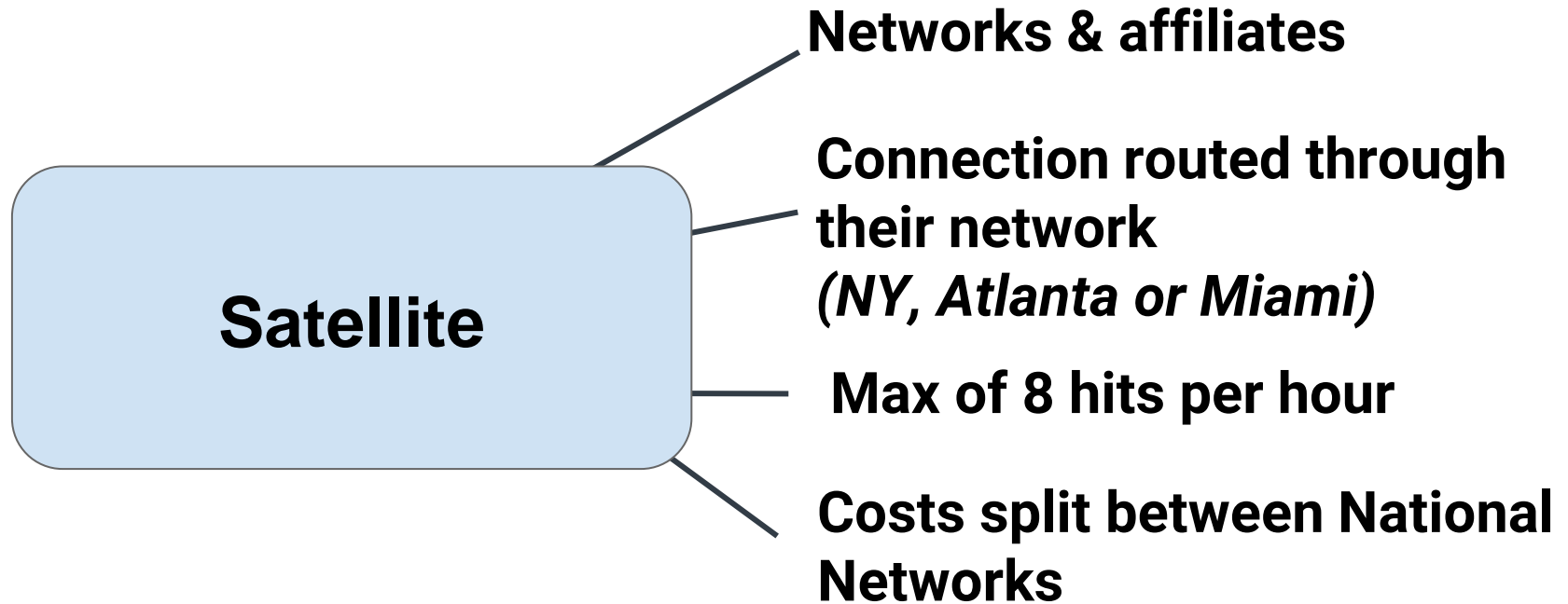


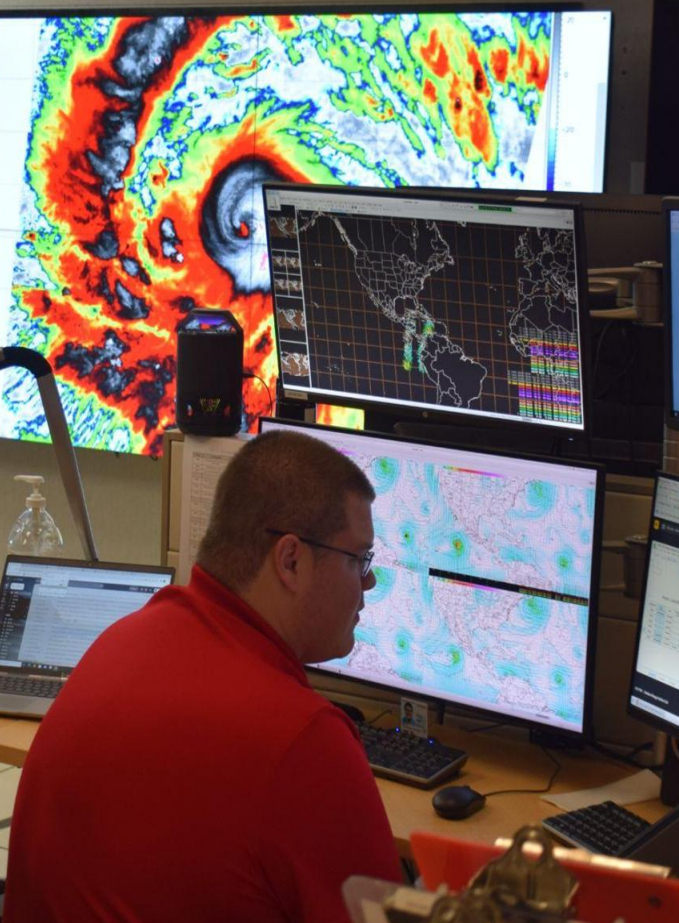
NHC Media Pool Operations



National Oceanic and Atmospheric Administration
U.S. Department of Commerce

Current NHC Media Pool Operations





Challenge

- Not readily accessible
- Easier ways to obtain an interview
- Only reaching a limited audience
- Not cost effective anymore
(*with less members in the rotation*)

NHC Main Goal

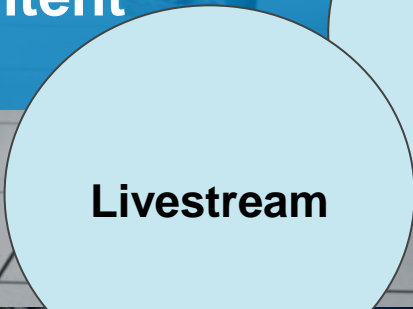
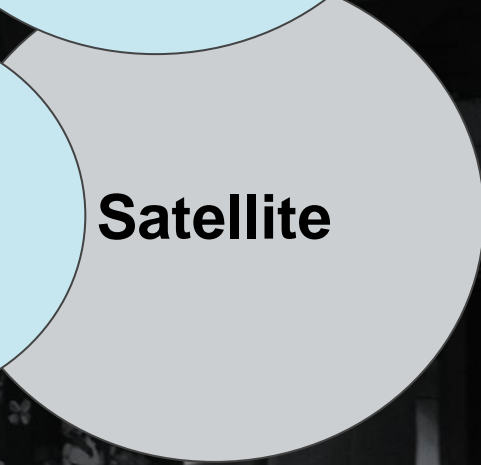
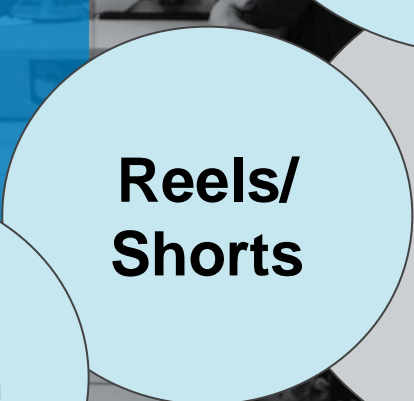
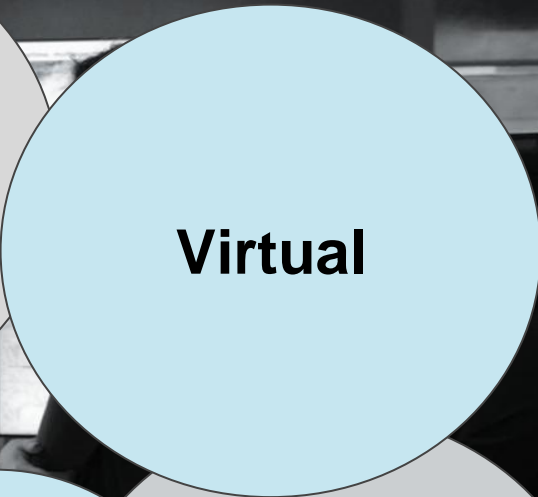
- Available for more media outlets
(those under TC threat)
- Achieve a more cost effective method
- More easily accessible to NHC
- Build trust with our communities



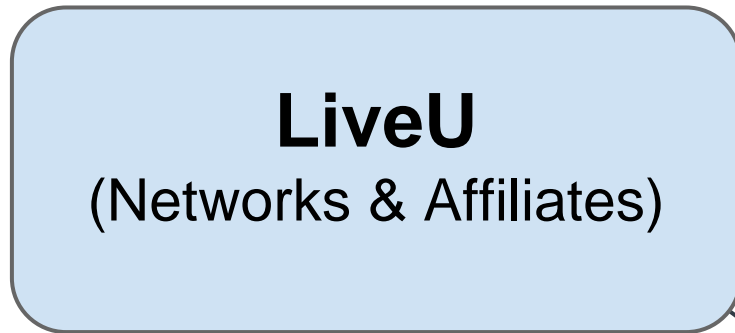


Changes for 2026

- Video feed transmission primarily through LiveU
- Livestream content
- Add generics (*intermediate advisories*)
- More social media content



LiveU - 2026 Hurricane Season



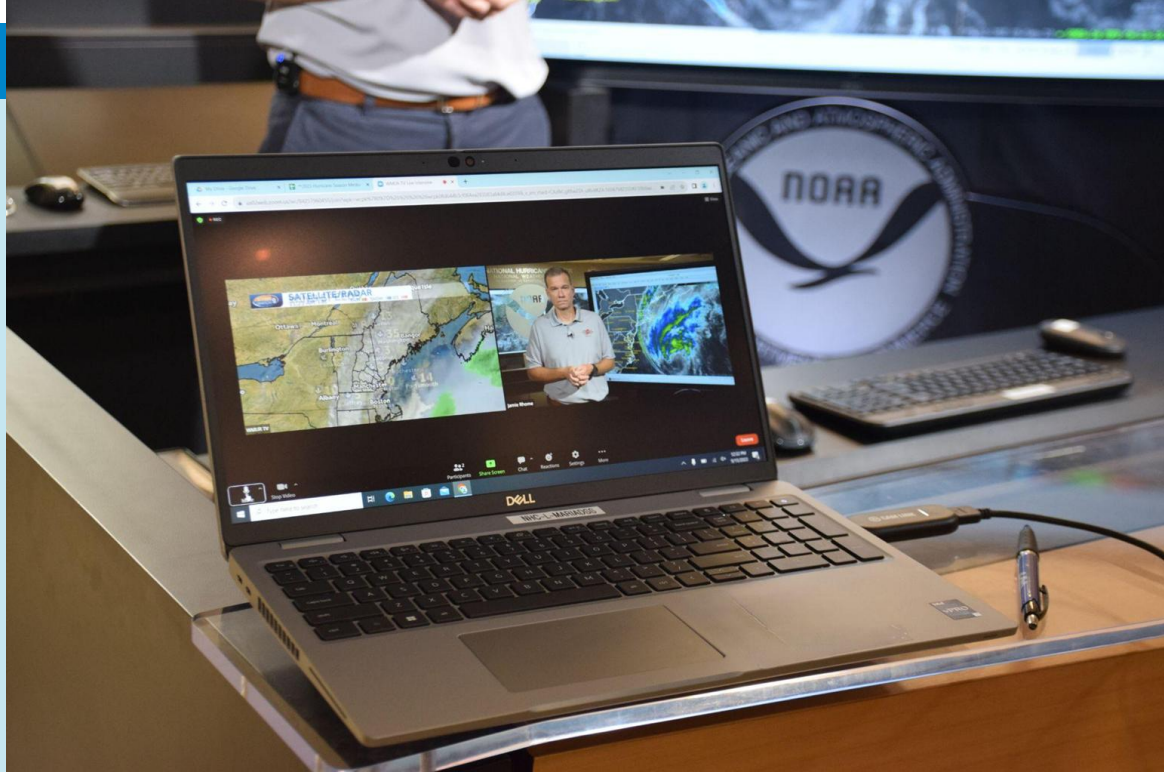
Matrix

Dynamic share

Distribution Channel

Virtual

- Provide Zoom/Teams link
- Quick turn around requests



Satellite

- Connection from your national network
- Still available for 2026
- Will gradually be removed in the next few years



Media Operations Flow

Interviews

Data inquiries

Social media

**Requests for
climate stats**

Live streams

Press conference

VIP visits

NHC Media Operations Plan



NHC Media Pool Activation

Watches/Warnings for U.S. coastline

Media Operations (Pool Activation)

Times	Advisory times	Interview Windows	**Generics**	Social Media Live Streams
8:00 AM	Intermediate Advisory	7:00 - 10:00 AM Interviews	1 min Generic	<i>Text - social media</i>

Media Operations (Pool Activation)

Times	Advisory times	Interview Windows	**Generics**	Social Media Live Streams
8:00 AM	Intermediate Advisory	7:00 - 10:00 AM Interviews	1 min Generic	
10:00 AM		<i>Internal Coordination Call</i> NO INTERVIEWS		10:30 AM - Livestream announcement
11:00 AM	Full Advisory			Livestream /Record Reel

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11:00 AM	Full Advisory			Livestream /Record Reel
12:30 PM		12:30 PM - 4:00 PM		
1:00 PM - 2:00 PM	Intermediate Advisory	1:00 PM - 4:00 PM	1 min Generic	Post Reel

Media Operations (Pool Activation)

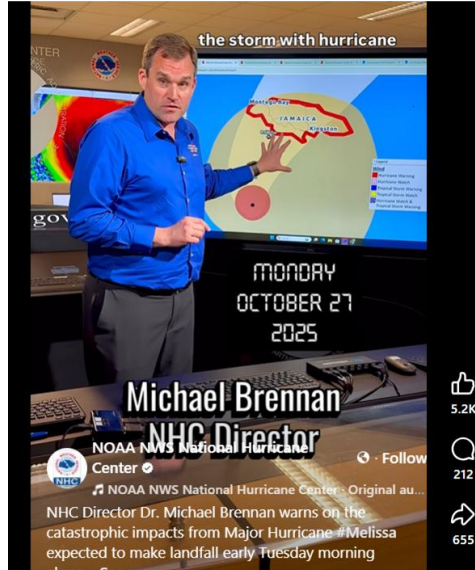
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12:30 PM		12:30 PM - 4:00 PM		
1:00 PM - 2:00 PM	Intermediate Advisory	1:00 PM - 4:00 PM	1 min Generic	Post Reel
4:00 PM		<i>Internal Coordination Call NO INTERVIEWS</i>		4:30 PM - Livestream announcement
5:00 PM	Full Advisory	5:10 PM - 7:00 PM		Livestream
8:00 PM	Intermediate Advisory		1 min Generic	

In addition to the Media Pool...



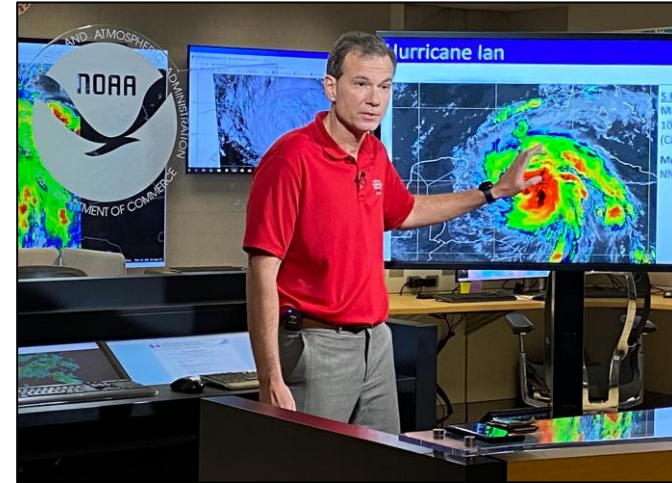
Live Streams

2 live briefings after each advisory time
(around 11 AM & 5 PM)



Short Videos

Short video content
focused on the hazards



Generics

Testing in 2026 - 1 to 2 min
generic after intermediate
advisories
(*minimum twice a day*)

Media Operations (No Pool)

Times	Virtual Interviews (Radio, Print, virtual)	Live Broadcast	Social Media	Data Requests General Public Requests
8:00 AM	7:00 - 10:00 AM Interviews		Intermediate Advisory	HSU POC
10:00 AM	<i>Internal Coordination Call NO INTERVIEWS</i>		Livestream announcement	
11:00 AM - 12:30 PM	Lunch break	Livestream	Reel/Story	
2:00 PM	1:00 PM - 4:00 PM		Intermediate Advisory	
3:00 PM			Reel/Update Highlights ↓	
4:00 PM	<i>Internal Coordination Call NO INTERVIEWS</i>		Livestream announcement	
5:00 PM		Livestream	Advisory Update	↓
6:00 PM				

NATIONAL HURRICANE CENTER
NATIONAL WEATHER SERVICE
AT FLORIDA INTERNATIONAL UNIVERSITY



2025 Hurricane Season

STORM	DATES (UTC)	WIND	PRESSURE
1 ANDREA	22 Jun-25 Jun	35 kt	1014 mb
2 BARRY	28 Jun-30 Jun	40 kt	1006 mb
3 CHANTAL	04 Jul-07 Jul	50 kt	1002 mb
4 DEXTER	07 Aug-13 Aug	70 kt	988 mb
5 ERIN	07 Aug-13 Aug	140 kt	913 mb
6 FERNAND	22 Aug-27 Aug	50 kt	999 mb
7 GABRIELLE	11 Aug-27 Aug	50 kt	944 mb
8 HUMBERTO	23 Aug-28 Aug	120 kt	918 mb
9 IMELDA	17 Aug-28 Aug	140 kt	966 mb
10 JERRY	26 Sep-01 Oct	140 kt	988 mb
11 KAREN	17 Sep-28 Sep	150 kt	918 mb
12 LORENZO	24 Sep-01 Oct	150 kt	918 mb
MELISSA	07 Oct-11 Oct	165 kt	892 mb

Questions?

Thank you!

12 UTC 10 Mar 2026

- **Topic: Speaking Fluent Storm (~45 min) ... Torres**
 - *Filling the Gap:*
 - *Using media & social media to battle against misinformation*
 - *Meeting People Where They Are:*
 - *Using social media to connect with NOAA's message (i.e. NHC & FL/WFOs)*
 - *NHC Media Pool Operation:*
 - *A new approach for 2026*