

Weather Speak to Plain English

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Need for Translation



- Pick three numbers from 0-9
- Explain the weather

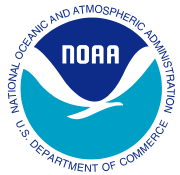
Example...

Q: “Weather dude, why didn’t rain at my house last night when you said it would? My flowers are dying!”




A: 1, 4, 2



Exculpation*



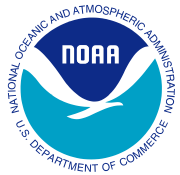
A: 1, 4, 2. “It’s due to ‘psuedo orographic stratification’.”

	A	B	C
0	integrated	thermal	equilibrium
 1	psuedo	vorticity	transfer
 2	dynamic	solenoidal	stratification
3	potential	molecular	balance
 4	diurnal	orographic	field
5	stratospheric	turbulent	correlation
6	cumulative	solar	discontinuity
7	absolute	inertial	advection
8	kinematic	rotational	trajectory
9	conditional	vapor	function

* From Air Weather Service Forecaster Memo (AWS/FM-300/005), May 1983. *Single Station Analysis and Forecasting -- Conversion Tables, Miscellaneous Charts*



Some Reasons*

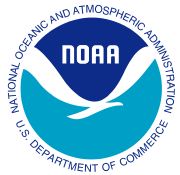


- We speak too technical for people to understand what we are trying to say / do / accomplish
 - Can apply to both weather and IT applications
- Proper application of weather information is not understood
 - Benefits of applying weather to situations to “mitigate and exploit” vs “cope and avoid” is lost
- My personal experience: we have become so comfortable using the same jargon within a group who understands it that when we step outside the group and try to explain it, the audience is baffled
- Different thought barriers of the receiver
 - “Can’t they just get the weather from The Weather Channel?”
 - “Weather forecasting is just voodoo and isn’t right half the time.”

***Reasons are stereotypical, and do not necessarily apply across the board**



Ponder Points



- Recognize that this is not a new issue...personnel change-over occurs all the time
- Keep in mind that *“weather is never important until it’s important...then it’s too late!”*
 - People do not always recognize the important role that knowing the weather and its impacts can have on many other their decisions
- For meteorologists, get to know the receiver of the information and *speak their language*
 - Air traffic, budget people, senior execs