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’.”

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<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
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<tbody>
<tr>
<td>0</td>
<td>integrated</td>
<td>thermal</td>
<td>equilibrium</td>
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<tr>
<td>1</td>
<td>psuedo</td>
<td>vorticity</td>
<td>transfer</td>
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<td>2</td>
<td>dynamic</td>
<td>solenoidal</td>
<td>stratification</td>
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<td>3</td>
<td>potential</td>
<td>molecular</td>
<td>balance</td>
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<tr>
<td>4</td>
<td>diurnal</td>
<td>orographic</td>
<td>field</td>
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<td>5</td>
<td>stratospheric</td>
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<td>correlation</td>
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<td>6</td>
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<tr>
<td>9</td>
<td>conditional</td>
<td>vapor</td>
<td>function</td>
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*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