



JUL 28 2004

**MEMORANDUM FOR THE RECORD**

**TO:** NOAA Executive Panel Members

**FROM:** CDR Garner Yates *Kelly L Guckle*  
Executive Director to Chief of Staff *for*

**SUBJECT:** Guidance for writing articles for the NOAA Weekly Report

The Weekly report is a **formal submission** of upcoming NOAA events and hot issues transmitted to the Department of Commerce. The Department chooses the most important items from this report and passes them on to the White House. The Weekly report is **dated two weeks out**. The articles are submitted on Thursday for a report collated the next day and dated two Mondays in the future. For example, Thursday, February 5th submissions are collated on Friday, February 28<sup>th</sup>. The Weekly report is dated Monday, February 16th. The finished report is due to NOAA Executive Secretariat by noon on Friday.

**What to include in line office submissions:** The Secretary's office is looking for *upcoming* activities that he or the President may be interested in. Following is detailed guidance for Weekly report submissions. Please include the name and phone number of an individual who can be contacted by PCO with questions regarding the submissions.

**Format:**

- **FORMAT/FONT** -- Please send articles as Word files, 12-point font, Times New Roman type-face only.
- **TITLE** -- Please be sure that each item has a short, informative title and that the title is in **bold print**, followed by a colon, also in bold. If acronyms are used in the title, this is where they need to be defined. All acronyms must be spelled out the first time with the acronym following in parentheses. This also applies to acronyms of the Line and Staff offices. Always have "National Oceanic and Atmospheric Administration (NOAA)" in the title. Always spell out the name and use the acronym in parentheses if it is used in the paragraph. National Oceanic and Atmospheric Administration's (NOAA) **NOT** (NOAA's)
- **SUITABILITY** - significant activities, press activities, grants awarded, and FOIA requests. This includes major policy initiatives, new regulations, announcements, important meetings and conferences, and any other items requiring the attention of the White House or Secretary - items that are truly newsworthy.



- **TIMELY** - The items in the report are to contain dates which occur the week of the date of the report and out as far as three weeks, e.g., the February 16th Weekly may contain items dated through March 5th. Untimely Weekly submissions (things happening before the date of the Weekly report) should be sent as EMT submissions instead. Items further out than three weeks in the future should be held until they enter the three-week period. The opening sentence should include the date and location. *Always* provide dates. If the date of an event occurs before the date of the Weekly it is NOT Weekly material. If the Weekly is dated February 16<sup>th</sup>, and the event occurs on February 13th, do not submit it for the Weekly. It could be considered for the EMT, however. Date formats: If something occurs over a range of dates, type "June 22 – July 5" not "June 22 to July 5." Do not write May 25<sup>th</sup>, just May 25.
- **CLARITY** - Submissions need to be written for the right audience: the White House, the Secretary and his staff. Do not assume the White House or Secretary is familiar with the issue. Remove technical lingo and explain things in plain language that someone who is not familiar with these programs will understand. The articles need to contain details including dates and locations. Explain what the issues are, but do not send long paragraphs.
- **NAMING CONVENTION** – To properly reference principals, please use the following titles: Vice Admiral Conrad C. Lautenbacher, Jr., U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere; Dr. James R. Mahoney, Assistant Secretary of Commerce for Oceans and Atmosphere; Brigadier General John J. Kelly, U.S. Air Force (Ret.), Deputy Under Secretary for Oceans and Atmosphere; Timothy R. Keeney, Deputy Assistant Secretary for Oceans and Atmosphere; Dr. William Brennan, Assistant Secretary for International Affairs; Dr. William T. Hogarth, Assistant Administrator for Fisheries; Dr. Richard W. Spinrad, Assistant Administrator for Ocean Services and Coastal Zone Management; Brigadier General D.L. Johnson U.S. Air Force (Ret.), Assistant Administrator for the National Weather Service; Dr. Richard Rosen, Assistant Administrator for Oceans and Atmospheric Research; Mary Glackin, Assistant Administrator for Program, Planning and Integration; Gregory Withee, Assistant Administrator for Satellite and Information Services; Rear Admiral Samuel P. De Bow, Jr., NOAA Director of the National Oceanic and Atmospheric Administration Commissioned Officer Corps (NOAA Corps) and Director of the Office of Marine and Aviation Operations; Rear Admiral Richard R. Behn, NOAA Director, Marine and Aviation Operations Centers

Ship names should appear in all caps (e.g. NOAA Ship JOHN J. COBB)

- **SO WHAT?** - Explain the relevance or importance of an event or issue that is being highlighted.
- **CLIMATE** - the Under Secretary has noted that climate items are a priority, and he would like to report on them.

**Avoid:**

- **DUPLICATIONS** – Do not duplicate items from week to week.
- **MEETINGS** – Do not report on attendance of conferences/meetings, unless the meeting is of unusual national or international significance.
- **QUANTITATIVE/SCIENTIFIC REFERENCES** – Unless essential to the informational content and can be succinctly explained in layman terms.

**How to send your Line Office input to PCO:** Please make clear in the subject line of your E-mail what the E-mail is covering, e.g., NOS WEEKLY Mar 17, OAR WEEKLY Mar 24, etc. If there is nothing to report, please send an E-mail to this effect so PCO will not try to contact you for input. Please send articles as *Word* files, 12 point font, Times New Roman type- face only, with a bolded title followed by a colon. PCO needs this information from you no later than COB Thursday. Please continue sending the reports to [unsec.pco@noaa.gov](mailto:unsec.pco@noaa.gov).

**Examples:**

**National Oceanic and Atmospheric Administration (NOAA) Promotes Lightning Safety Awareness Week:** From June 20-26, NOAA's National Weather Service (NWS) is hosting its fourth annual Lightning Safety Awareness Week in collaboration with private sector and government partners. Outreach materials for this year's campaign include a new A Lightning Kills: Play it Safe poster featuring Major League Baseball All Star Torii Hunter of the Minnesota Twins, and nearly 30,000 3" x 5" lighting safety magnets for distribution by local NWS weather forecast offices. Lightning kills more Americans each year than tornadoes or hurricanes.

**National Oceanic and Atmospheric Administration (NOAA) Hosts Satellite Users Conference:** From May 10-14, NOAA Satellites and Information will host the 2nd GOES (Geostationary Operational Environmental Satellite) Users Conference, in Broomfield, CO. This meeting is one of NOAA's major venues to discuss GOES requirements and NOAA's proposed future plans with users. This conference will allow NOAA to solicit feedback on the impacts of its plans on its users. Over 300 constituents are expected to attend this event.

**National Oceanic and Atmospheric Administration's (NOAA) Science On a Sphere (SOS) will be exhibited at the G8 Summit:** From June 8-10, SOS will be a key exhibit at the Savannah International Trade and Convention Center on Sea Island, GA. The event will be the nerve center for international media, with several thousand print and broadcast reporters expected to attend. Invented and developed by NOAA researchers, SOS is a revolutionary system for communicating NOAA's science to the public, fostering science

education, and aiding scientific visualization. The presentation will showcase NOAA's technology, applications, and global partnerships to a worldwide media audience.

**Press activity format:** include all anticipated press conferences, interviews, and feature articles. Also include significant news releases from the agencies. Provide detailed information including media outlet, reporter name, when the piece will air/publish, etc.

**Grant information format:** Entity to which it is being awarded (in bold), State (in bold), amount of award (in bold), and the title of the grant. There is a note in the DOC guidance that only grants in excess of \$500K should be listed in the report; however, NOAA has chosen to lower this reporting threshold to include all grants. DOC will chop the lower dollar amount grants before forwarding the list to the White House.

**Examples:**

**California Marine Sanctuary Foundation, CA, \$48,561**, Integrating Multicultural Environmental Education Into Extended Learning Programs.

**Ohio Department of Natural Resources, OH, \$395,791**, Old Woman Creek Land Acquisition Project.

**FOIA information format:** receipt date, who sent the request, name of the organization (if any), what information is being requested

**Examples:**

Received on 06/14/2004, from Janis Searles, Oceana, request for specific records in NMFS concerning aquaculture.

Received on 06/15/2004, from Bernard Blum, private citizen, request for documents on New York State waterfront revitalization evaluation.