

Weather-Ready Nation is...

# Public Engagement

**A** Weather-Ready Nation requires a national movement to prepare Americans. We are educating young and old alike, empowering everyday people to help us save lives. PLAN!T NOW's Young Meteorologist Program talks to students in an online space where they play and learn. In Tornado Alley, a new social marketing campaign affirms that Motivated Moms "are a force of nature" who can inspire others to take action. A motivated public coupled with operational changes within the National Weather Service will transform the way America responds to extreme weather.



## You Are a Force of Nature

Draft Public Service Announcement Concept. Share your comments with us at [www.facebook.com/US.National.Weather.Service.gov](http://www.facebook.com/US.National.Weather.Service.gov)



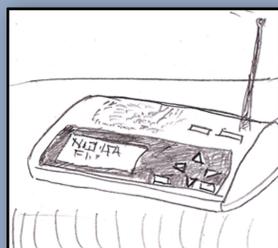
Children playing happily in the back yard

1



Mom looking out at children from her back door

2



NOAA Weather Radio/TV Alarm imminent tornado warning take shelter

3



CUT TO: Footage of tornado damaging structures

4



CUT TO: Mom rushes to gather children

5



Tornado footage much closer

6



Mom takes children downstairs to basement or other designated safe area in home

7



Close-up of fierce determination on mom's face

8



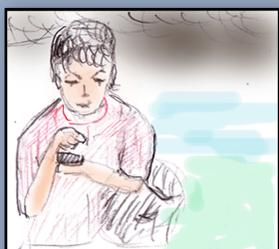
She starts texting like mad

9



CU of smartphone saying that mom is sheltered in place and you should do the same

10



Pull back to reveal mom's friend repeating her action with her smartphone

11



Screen fills with multiples of texting/notifying/gathering/sheltering actions

12



All of these videos get smaller and smaller, whirl, animate, and then transform into their own vortex

13



CUT TO: Footage of tornado very near but now the new vortex crashes through and shatters the footage to reveal a graphic

14



Graphic Reveal

15