

SERVICE DESCRIPTION DOCUMENT

Experimental National Hurricane Center Audio Briefings (Podcasts)

Approved:

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Date:

Experimental NHC Audio Briefings (Podcasts)

Part I - Mission Connection

- a. Service Description – The National Hurricane Center (NHC) provides audio briefings (also called podcasts) when the media pool is activated by the NHC Public Affairs Officer. The audio feeds are created in mp3 format.
- b. Purpose – The service is intended to provide users with additional information to enhance their ability to make planning and preparedness decisions. Currently, NHC media briefings are only broadcast on television or select radio stations, at the stations' discretion. mp3 format allows the general public to access these briefings. The podcasts will also increase the distribution of NHC media briefings to additional outlets, to include newspapers and radio stations.
- c. Audience – The general public is the primary target audience. However, we expect emergency managers; other federal, state, and local government agencies; the media; and maritime interests to use the product. Anyone with internet access, an mp3 player and podcasting software can receive the files from NHC.
- d. Presentation Format – The audio feeds are in mp3 format, an industry standard which allows the products to be disseminated via the internet. Users wishing to download the audio file may do so by using their web browser. Links to the mp3 files will be made available through XML/RSS technology.
- e. Feedback Method - Feedback may be provided at:
<http://www.weather.gov/survey/nws-survey.php?code=nhcpod>

Questions on this experimental service may be addressed to:

National Weather Service
Attn: Mr. Dennis Feltgen, Public Affairs Officer
National Hurricane Center
11691 SW 17th Street
Miami, FL 33165-2149

or e-mail to: dennis.feltgen@noaa.gov
305-229-4404

Part II - Technical Description

- a. Format & Science Basis - The podcasts from NHC will summarize the NHC tropical cyclone media advisories, and provide details on the four hurricane hazards: wind, storm surge, heavy rainfall, and tornadoes. The details in the audio feed will supplement the existing suite of NHC text and graphical products.
- b. Service Availability - The product is available when the NHC media pool is activated. Because this service is experimental, the podcasts may not be available in a timely

manner and they may not be available for every media event. The service will be provided on line at the main NHC audio/podcast page:

<http://www.nhc.noaa.gov/audio>

Please note that podcasts older than 4 hours will be automatically removed from the NHC audio/podcast page.

Past examples of the service are available at:

<http://www.nhc.noaa.gov/audio/archive>

To subscribe to a podcast, a user would access the XML/RSS file using podcasting software. This software is widely available for free on the internet and manages audio feeds. Once subscribed to the RSS feed, the podcasting software will periodically check for new audio files and downloads them to the user's computer and/or mp3 player.

Users wanting to subscribe to the podcast (XML/RSS feed) should go to:

http://www.nhc.noaa.gov/audio/index_podcast.xml

c. Additional Information

A full description of other NWS Tropical Cyclone Program products is provided in NWSI 10-601, which is available on the Internet at:

<http://www.nws.noaa.gov/directives/010/010.htm>