

Internet-Based Public Service Videos

Product Description Document (PDD)

Part I – Mission Connection

a. Product Description – Internet-Based Public Service Videos are multimedia files that are Internet-accessible and provide viewers with a variety of weather-related information. These videos may contain public safety information about hazardous weather threats in support of weather preparedness events, meteorological summaries of significant weather events, or briefings about seasonal weather outlooks. These videos offer Weather Forecast Offices an additional medium through which to provide partners and customers with information that is potentially life-saving and helps support planning and preparedness activities.

The videos are prepared as needed by WFO staff, usually by members of the management team, under the direction of the Warning Coordination Meteorologist. They can be produced shortly following significant weather events, during and after national weather-preparedness weeks, or to provide climatological outlook information for planning purposes. The videos remain available on the Internet so long as the subject matter is deemed relevant to customers by the WFO Warning Coordination Meteorologist.

b. Purpose - The purpose of these Internet-accessible videos is to serve as a briefing tool that can be used primarily by the General Public, Emergency Management Coordinators, SKYWARN Spotters, Media, and elected officials. The videos provide information that aids in highlighting weather-related public safety initiatives, advanced weather-related preparedness activities, and to highlight weather events of historical significance. It provides a user-friendly and highly-accessible method for WFO partners and customers to obtain forecast and preparedness information from the NWS.

c. Audience - The target audience encompasses all WFO partners and customers with Internet access and multimedia playback capability. These videos are available to anyone who has an Internet connection (dial-up or high-speed) and a multimedia player configured to play video files.

d. Presentation Format – The user downloads the file by selecting the appropriate link on the WFO web site. The file is either played while downloaded or can be played after download depending on which multimedia player the user chooses to use for playback. The user will choose which format best suits their computer based on which player they prefer. The WFO should make every reasonable effort to provide files that satisfy the most popular media formats.

e. **Feedback Method** - We always are looking for positive or negative feedback on this product. The feedback period will end September 1, 2008. Comments regarding the audio briefing will be emailed to the Meteorologist-in-Charge.

Comments may be addressed to:

National Weather Service

Attn: Andy Patrick

20 South Vermillion Rd.

Brownsville, TX. 78521

Or email comments to: Andy.Patrick@noaa.gov

Part II – Technical Description

a. **Format & Science Basis** - The files used for recording and storage can implement a variety of audio/video formats including, but not limited to, Windows Media Video, Real Media, Quicktime or MPEG (Moving Picture Expert Group) compression standards. The files are stored on a regional web server that distributes files to users via HTTP (Hyper Text Transfer Protocol). Users can access the videos via hyperlinks on web pages served via the Internet.

The files can be produced using a variety of multimedia recording and editing software. The video programs used should be robust enough to create video files at many different levels of compression.

One of the main goals in creating this type of multimedia content, is to preserve bandwidth as much as possible to help serve other regional goals. Subsequently, videos produced by WFOs shall remain at a file size of 3 MB or less. These file sizes can usually accommodate videos ranging in length from 3 to 6 minutes.

The videos are completed as needed and FTP'd (file transfer protocol) to the Southern Region web server. After upload, the file is then available for download by users.

b. **Availability** – The product is available for download from WFO web sites every day. The videos are completed as needed when WFO management decides it is important to communicate public service information to customers and partners. How often the videos are created is left to the discretion of the Meteorologist-In-Charge and Waring Coordination Meteorologist.

c. **Additional Information** - None