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NOAA Climate.gov: An Audience-Focused Approach to Public Communication

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Americans' health, security, and economic well-being are closely linked to climate and weather. People want and need information to help them make decisions on how to manage climate-related risks and opportunities they face. How can we balance our interests in tailoring our online communications to particular audiences with our needs to collaborate and integrate our climate data and information into a cohesive, contextualized presentation?

Climate.gov is NOAA's primary online source of science and information for a climate-smart nation. The site is a source of public-friendly, timely, and authoritative scientific data and information about climate. It is designed to promote public understanding of climate science and climate-related events, to make our data products and services easy to access and use, to provide climate-related support to the private sector and the Nation's economy, and to help people manage climate-related risks and opportunities. This presentation will feature a high-level overview of the site, lessons learned, and plans for its future evolution.

Join Us! For more information and to register online go to:
<http://accap.uaf.edu/webinars>.

Community members are encouraged to participate!

For questions, please contact Tina Buxbaum at (907) 474-7812 or by email at
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