



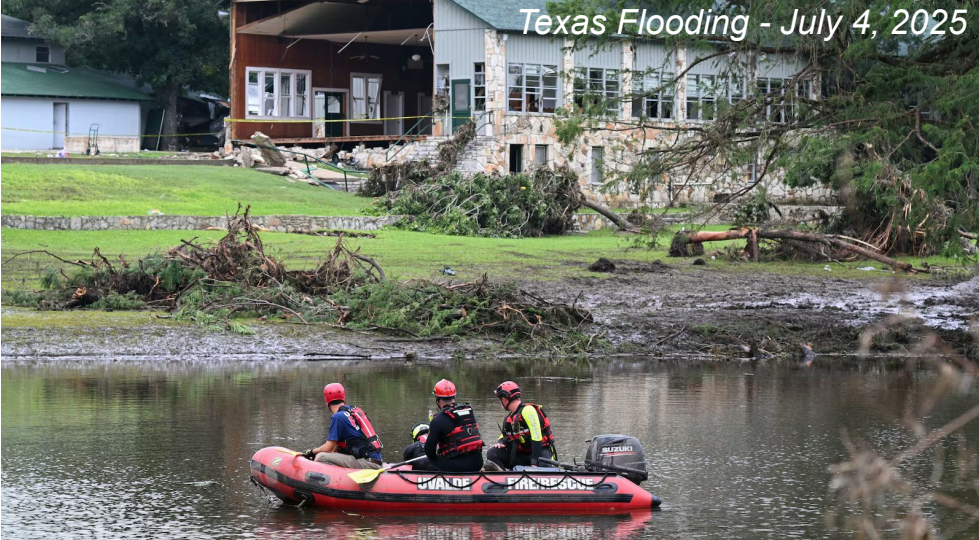
Building a Weather-Ready Nation

Charlie Woodrum

National Weather Service Headquarters
Analyze, Forecast, and Support Office

July 16, 2025

Texas Flooding - July 4, 2025



Hurricane Helene - September 27, 2024



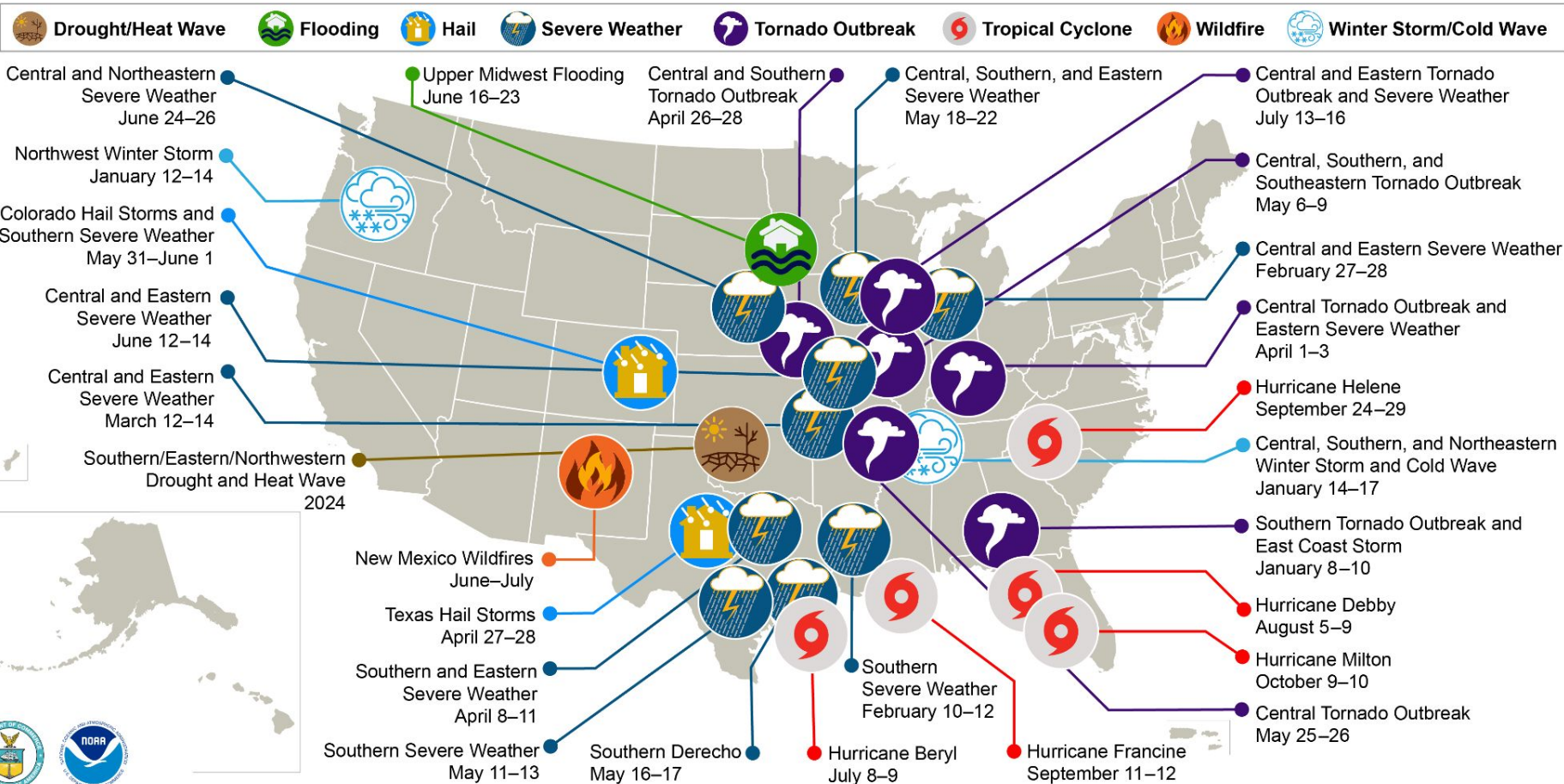
Hurricane Milton - October 9, 2024



Los Angeles Fires - January 7, 2025



U.S. 2024 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 27 separate billion-dollar weather and climate disasters that impacted the United States in 2024.



Why Build a Weather-Ready Nation?



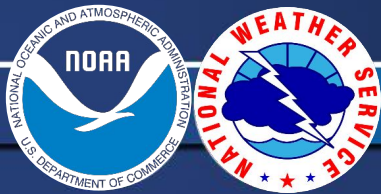
- Help make the nation more ready, responsive, and resilient against environmental hazards
- Develop a preparedness relationship with the NWS - help amplify our voice
- Foster innovative collaboration across government, non-profits, academia, and private industry
- Periodic emails nationally and locally on preparedness messaging



Weather-Ready Nation Ambassadors

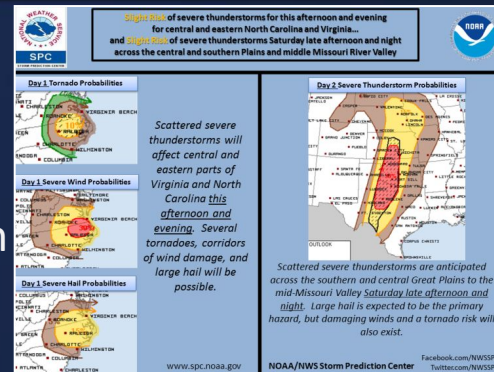


- Founded in 2014 - Nearly 13,500 WRN Ambassadors!
- Focus moving forward will be more on substantive actions that engage WRN Ambassadors to help further our mission.
- wrn.feedback@noaa.gov account used both internally and externally with local emails forwarded to their WCM or POC.



Benefits of Ambassadors

- Consistency in messaging
- Taking partial ownership of the WRN storyboard or call-to-action
- Highlights their contributions
- Direct interaction with NOAA on data access inquiries
- Fosters innovative opportunities
- Periodic emails on events and outreach information and new products and services sent to them from WRN Communications Team



Property Casualty @PCIAA 1d

.@NWS looks like we have some #SEVEREwx in parts of the country. Make sure your ready. #BeAForce #insurance pic.twitter.com/ygQppfpOzy



Preparedness Messaging

HEAT EXHAUSTION

OR

HEAT STROKE

Faint or dizzy

Excessive sweating



Cool, pale, clammy skin



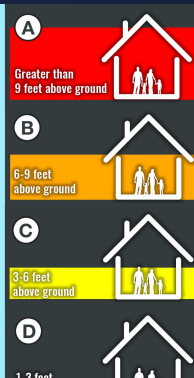
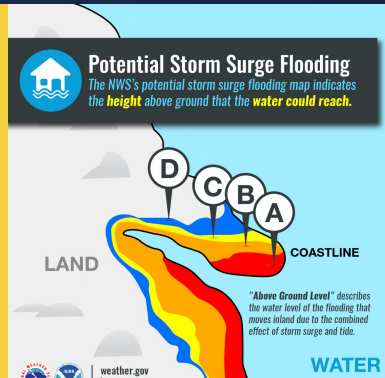
Throbbing headache, confusion

No sweating

Body temperature above 103°
Red, hot, dry skin



Have multiple ways to get warnings
weather.gov



DRESSING FOR COLD WEATHER

CHILLY

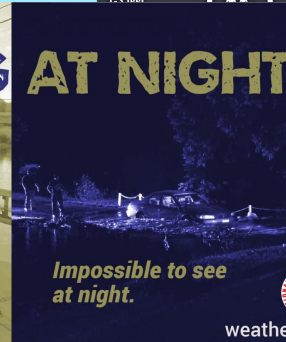
COLD

EXTREME COLD



Know Where to Go

When Sheltering from a Tornado





Stay Up to Speed with Our Future

*Operational
Advancements*



*Artificial
Intelligence*



*Technology
Innovation*



*On-Site
Decision
Support
Services*



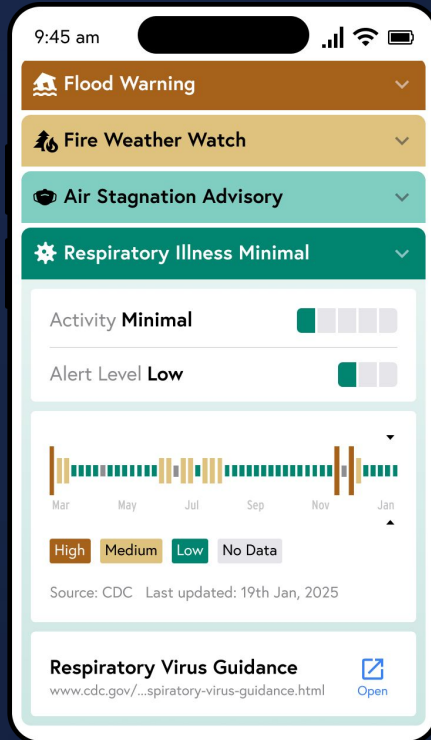


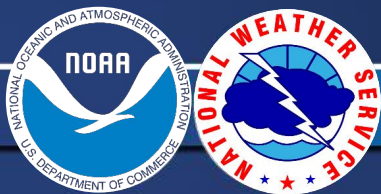
Building a WRN with Innovative Partnerships





Unique Partnerships





WRN Ambassadors of Excellence

CAROLINA
WEATHER
GROUP

Carolina Weather Group

The Carolina Weather Group remains one of our most active Weather-Ready Nation Ambassadors. They regularly...



Centro Multicultural La Familia

Centro Multicultural La Familia is one of the latest WRN Ambassadors of southeast Michigan and has quickly prov...



City of Austin Homeland Security and Emergen...

The City of Austin Office of Homeland Security and Emergency Management (HSEM) has hosted multiple...



City Of Los Angeles Emergency Management ...

The City Of Los Angeles Emergency Management Department has been an exceptional champion of weathe...



City of Memphis Office of Emergency Manage...

The City of Memphis Office of Emergency Management and the Shelby County Emergency Management & Homeland...



Colorado Federal Executive Board

The Colorado Federal Executive Board (CFEB) continues to excel as a Weather-Ready Nation Ambassador. The CFEB...



Cooper Mountain Winery

Cooper Mountain Winery has been a rewarding Weather-Ready Nation Ambassador to work with. Not only do they...



2023 Weather-Ready Nation Ambassadors of Excellence



Future of StormReady Program



All-Hazards

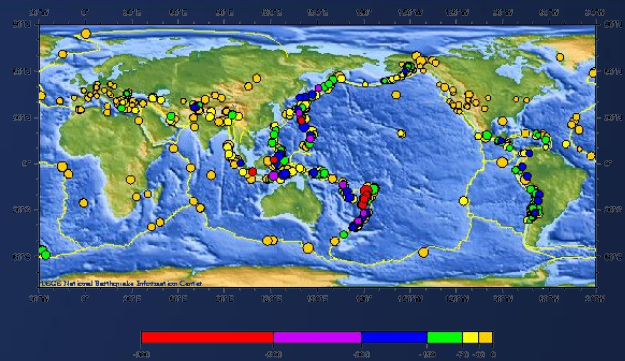


Weather-Ready





USGS Proposal: Hazard Ready Nation



Earthquakes



Landslides



Volcanoes



Become a Weather-Ready Nation Ambassador

- Visit weather.gov/wrn/ambassadors
- Click Apply
- Accept WRN Ambassador Terms
- Complete GoogleForm Application





Thank You!

Contact - Charlie Woodrum (charles.woodrum@noaa.gov)



www.weather.gov/wrn/
www.weather.gov/stormready
www.weather.gov/skywarn
www.weather.gov/safety/lightning-toolkits