

Gregory Romano - NOAA Federal

From: Gregory Romano - NOAA Federal
Sent: Sunday, September 8, 2019 11:33 PM
To: Louis Uccellini - NOAA Federal
Subject: Re: Recoding Louis' Talk

She makes solid points about transparency and being ahead of the message. [REDACTED]

(b)(5)

[REDACTED] (Let's talk about that in the

morning). Whatever you say, whether live on Periscope or not, it will be tweeted by those in the room. In that regard, letting people see the whole message direct from you, not filtered by others' tweets, weighs toward going live.

G

On Sun, Sep 8, 2019, 9:54 PM Louis Uccellini - NOAA Federal <louis.uccellini@noaa.gov> wrote:
What do you think?

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Dr. Louis W. Uccellini, Director
NOAA/National Weather Service
1325 East West Highway
Silver Spring, MD 20910
[301.713.9095](tel:301.713.9095)

Begin forwarded message:

From: Katie Collins Garrett - NOAA Federal <katie.collins.garrett@noaa.gov>
Date: September 8, 2019 at 9:36:46 PM CDT
To: Louis Uccellini <louis.uccellini@noaa.gov>
Cc: George Jungbluth <george.jungbluth@noaa.gov>
Subject: Fwd: Recoding Louis' Talk

Hi Louis,

I want to provide my rationale for having your NWA talk live streamed. I'm worried we'll be missing a big opportunity if we don't do this. Using this platform to reinforce the message will be viewed positively by many employees and the weather enterprise (who have come out in droves to support NWS).

1. This is the ultimate in transparency. I truly believe that part of the reason we've seen such a shift in the way the Director's position is viewed is in part because of the candidness of the Fireside Chats. This is the same concept, just on a different stage. In your talk I know you'll be covering the great work done by NWS employees, and seeing that it's live broadcast they'll know your message is unaltered. Posting something pre-recorded always leaves that chance

that something has been changed or removed.

2. [REDACTED]

(b)(5)

3. Periscope is a DOC/NOAA approved platform for us to use within Twitter. Multiple NWS accounts use the platform including NHC, especially during Hurricane Prep Week, and local offices often use it during outreach. Using this in the capacity of streaming your NWA speech is not something that would bend or break any rules - it is completely in compliance with the policy. [REDACTED] (b)(5) [REDACTED]

I hope you'll reconsider and allow Alli to livestream it. I hope you have a good week in Huntsville and visiting the nearby offices.

Katie

----- Forwarded message -----

From: **Alexandra Keclik - NOAA Federal** <alexandra.keclik@noaa.gov>
Date: Sun, Sep 8, 2019 at 9:47 PM
Subject: Recoding Louis' Talk
To: Corey Pieper - NOAA Federal <corey.pieper@noaa.gov>, George Jungbluth - NOAA Federal <george.jungbluth@noaa.gov>, Katie Collins Garrett - NOAA Federal <katie.collins.garrett@noaa.gov>

Greetings from Huntsville,

Louis says he doesn't want his presentation to be broadcasted live tomorrow. He says he wants to wait until after Neil's presentation on Wednesday to share his presentation on social media.

Additionally, Greg Romano brought a gorilla tripod, so we'll use that and his nice Galaxy phone to record the presentation.

Best,
Alli

--

Alexandra Keclik
Executive Officer
Office of the Assistant Administrator
National Weather Service Headquarters

Cell: [REDACTED] (b)(6)

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Katie Garrett

Assistant Director, Data Stewardship Division (LCDP rotation)
NOAA National Centers for Environmental Information (NCEI)
National Environmental Satellite, Data, and Information Service
301-427-9361