

# **Symposium on Weather Information for Surface Transportation:**

## **Commercial Weather Information Production Capabilities and Services**

**Dave Jones**

**Meteorologist NBC4 Washington, DC**

**Principal Investigator, WeatherNet4**

**[dave.jones@nbc.com](mailto:dave.jones@nbc.com)**



Cambridge, Maryland

---

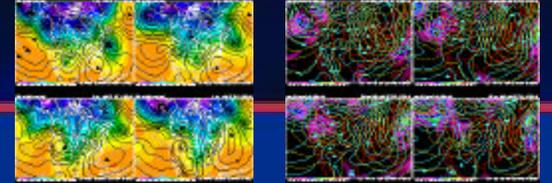
---

A dramatic landscape photograph capturing a sunset or sunrise. The sun is partially obscured by a thick layer of dark, heavy clouds, creating a bright, glowing ring of light. Sunbeams, or crepuscular rays, fan out from the sun's position, illuminating the lower part of the sky and the landscape below. The foreground shows a dark, silhouetted horizon with several tall broadcast towers or antennas. The overall mood is atmospheric and powerful.

**SOME BASIC BROADCAST  
RESEARCH FACTS...**

# THE WEATHER FORECAST

- Number 1 Reason People Watch Local News
- If a TV Station Does NOT Own Severe Weather Coverage... They will NEVER Be #1
- LOCAL weather is the most important...transportation issues



- Construct an **ACCURATE** forecast
  - Describe the weather situation **NOW**
  - **FOCUS** on the **FORECAST**
    - **As Detailed as Possible**
- I try to make my forecasts truly Didactic



**STORM CENTER 4** 

**FORECAST PRIORITIES**

# Didactic

[DIE • DAK • TICK]

**A<sup>1</sup>.** *adj.* Designed to convey information  
in a pleasurable and entertaining manner.

**B<sup>2</sup>.** *n.* The art of teaching.

**NBC 4**   
WASHINGTON, D.C.

# STORM CENTER 4

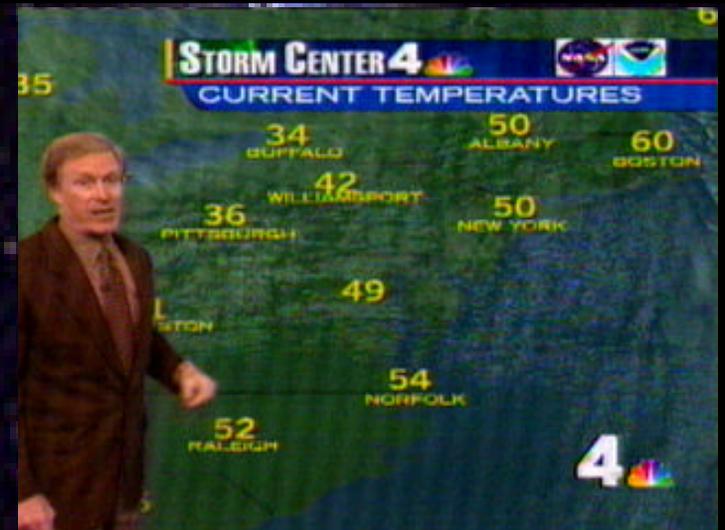
## RADAR PRESENTATIONS



**NBC 4**   
WASHINGTON, D.C.

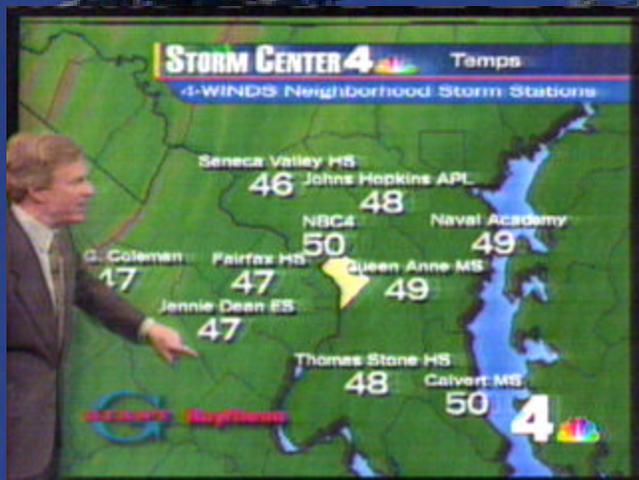
# STORM CENTER 4

## SATELLITE IMAGERY



# STORM CENTER 4

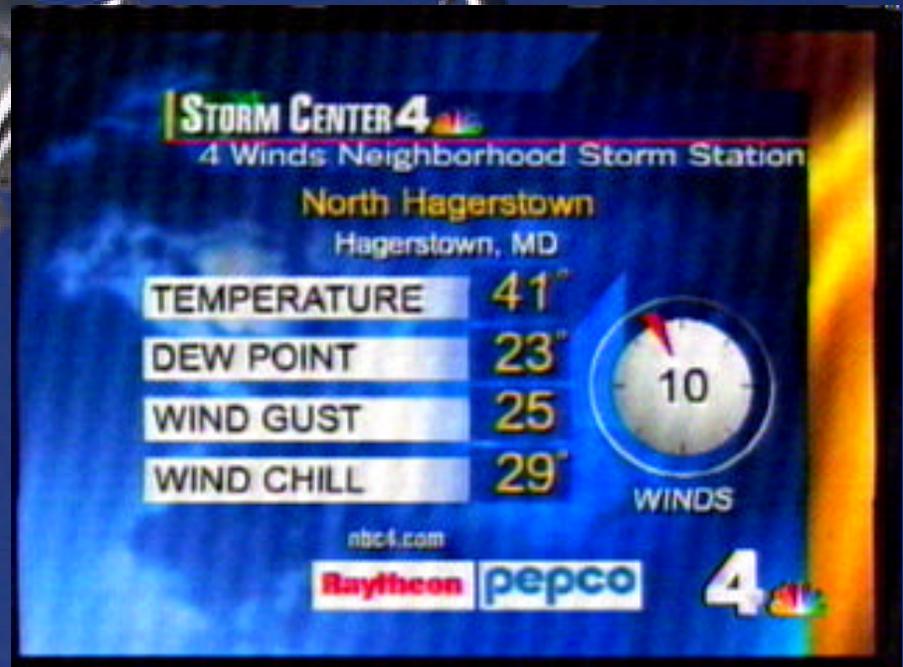
## LOCALIZED DATA IN NEIGHBORHOODS



**NBC 4**   
WASHINGTON, D.C.

# STORM CENTER 4

## LOCALIZED DATA IN NEIGHBORHOODS



**NBC 4**   
WASHINGTON, D.C.

# INTERNET APPLICATIONS OPEN THE DOORS TO GET MORE LOCALIZED

**WeatherNet4**  
WASHINGTON DC **NBC**

**LOCAL LIVING**

**Late Night with Conan O'Brien**

- [Apt. Rentals](#)
- [Career Center](#)
- [Cars](#)
- [Child & Elder Care](#)
- [Classifieds](#)
- [Games](#)
- [Home Sales](#)
- [Lottery](#)
- [Schools Info](#)
- [Travel](#)
- [Yellow Pages](#)
- [NBC.com](#)
- [Other NBC Stations](#)

**Forecasts**  
EXTENDED OUTLOOK  
DAY FORECAST

**StormCenter4 Interactive**

**Space Science**

**RealTime Weather**

**Community & Education**

**Inside StormCenter4**

**My StormCenter**  
Search  
Help  
NBC 4  
MSNBC

Get the answers! Post questions and search for answers on WeatherNet4's [Bulletinboard](#).

16:48:10

Internet

## NBC4 Web Site - WeatherNet4

**4 Winds Neighborhood Storm Stations - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Address [http://megawc.ams.com/nbc/wrc/skycam\\_java.asp](http://megawc.ams.com/nbc/wrc/skycam_java.asp) Go

# LIVE JAVA WEATHER

**WeatherNet4 WINDS** Live Weather from FedEx Field

HOME FORECASTS REALTIME INTERACTIVE COMMUNITY SPACE STORMCENTER4

**Interactive Maps**

- Regional
- Anne Arundel Co.
- Charles Co.
- Frederick Co.
- Howard Co.
- Montgomery Co.
- Prince Georges Co.
- Washington Co.
- DC Metro
- Alexandria
- Arlington
- Fairfax Co.
- Fauquier Co.
- Prince William Co.
- Berkeley Co.
- Franklin Co.

**Broadcast Java Display**

**STORM CENTER 4**  
4 Winds Neighborhood Storm Station  
**WRC-TV Channel 4**  
Washington, D.C.

TEMPERATURE	36°
WIND CHILL	27°
DAILY RAIN	0.00
WIND GUST	29

8

11/29/99 11:23:20p

Real-Time Java

- Regional Map

Internet

## REAL-TIME CONDITIONS

WeatherNet4 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://wxnet4.nbc4.com/> Go Links »



**LOCAL LIVING**

*Late Night with Conan O'Brien*

- [Apt. Rentals](#)
- [Career Center](#)
- [Cars](#)
- [Child & Elder Care](#)
- [Classifieds](#)
- [Games](#)
- [Home Sales](#)
- [Lottery](#)
- [Schools Info](#)
- [Travel](#)
- [Yellow Pages](#)
- [NBC.com](#)
- [Other NBC Stations](#)

**Forecasts**

**StormCenter4 Interactive**

**Space & Science**

**RealTime Weather**

**Community & Education**

**Inside StormCenter4**

My StormCenter

Search

Help

NBC 4

MSNBC

16:48:10

Internet

# Real-Time Graphs

## NBC4 Web Site - WeatherNet4

WeatherNet4 - 24 Hour Temperature Plot - Microsoft Internet Explorer

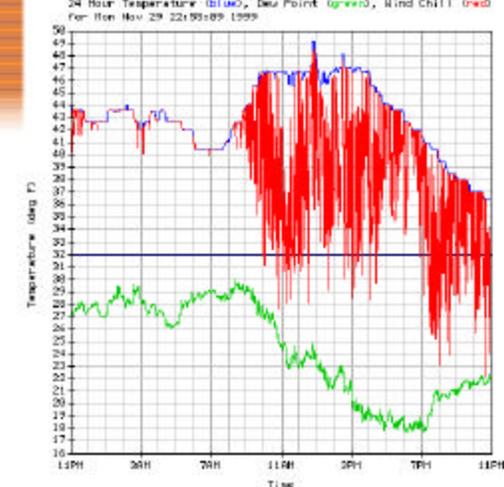
File Edit View Favorites Tools Help

Address <http://wxnet4.nbc4.com/cgi-bin/WebDriver?Mval=showPlotPage&type=1> Go

WeatherNet4  
**RealTime Weather**  
24 Hour Temperature Plot

WeatherNet4 Site in Northwest Washington, DC

24 Hour Temperature (blue), Dew Point (green), Wind Chill (red)  
For Mon Nov 29 22:00:00 1999



Temperature (deg F)

Time

Light

Click [here](#) to see the previous days plot...  
or press [here](#) to go back to the Real Time Weather main page

Other 24 Hour Plots available for:  
[Temperature/Dew Point](#) | [Humidity](#) | [Barometric Pressure](#)

Home Page

Forecasts:

- [RealTime Weather](#)
- [StormCenter4 Interactive](#)
- [Community & Education](#)
- [Space & Science](#)
- [Inside StormCenter4](#)

Search

Help

NBC 4

MSNBC

Internet

WeatherNet4 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://wxnet4.nbc4.com/>



**LOCAL LIVING**

Late Night with Conan O'Brien

- [Apt. Rentals](#)
- [Career Center](#)
- [Cars](#)
- [Child & Elder Care](#)
- [Classifieds](#)
- [Games](#)
- [Home Sales](#)
- [Lottery](#)
- [Schools Info](#)
- [Travel](#)
- [Yellow Pages](#)
- [NBC.com](#)
- [Other NBC Stations](#)

**Forecasts**

**StormCenter4 Interactive**

**Space & Science**

**RealTime Weather**

**Community & Education**

**Inside StormCenter4**

My StormCenter

Search

Help

NBC 4

MSNBC

16:48:10

Internet

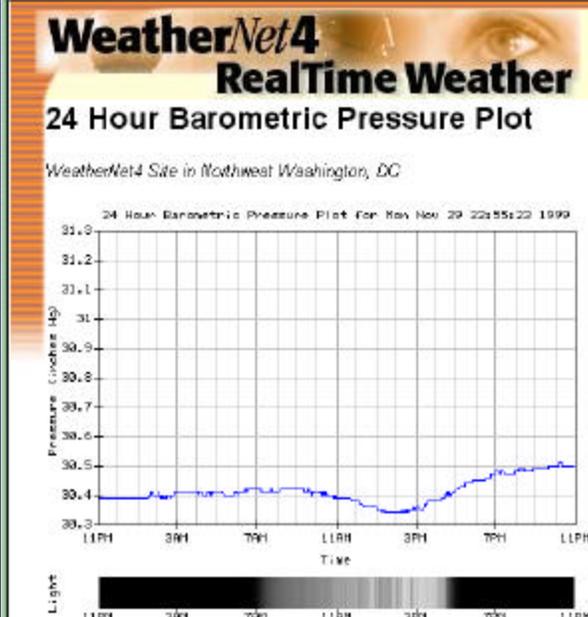
# Real-Time Graphs

## NBC4 Web Site - WeatherNet4

WeatherNet4 - 24 Hour Barometric Pressure Plot - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://wxnet4.nbc4.com/cgi-bin/Webdriver?MVal=showPlotPage&type=3>



**WeatherNet4 RealTime Weather**

**24 Hour Barometric Pressure Plot**

WeatherNet4 Site in Northwest Washington, DC

24 Hour Barometric Pressure Plot For Nov Nov 29 22:55:22 1999

Pressure (Inches Hg)

Time

Light

Click [here](#) to see the previous days plot...  
or press [here](#) to go back to the Real Time Weather main page

Other 24 Hour Plots available for:

Home Page

Forecasts

[RealTime Weather](#)

[StormCenter4 Interactive](#)

[Community & Education](#)

[Space & Science](#)

[Inside StormCenter4](#)

Search

Help

NBC 4

MSNBC

Internet

**STORM CENTER 4** 

**SERVING THE PUBLIC**

**LOVE TO DO THIS WITH STATE  
SENSORS**

**OTHER SENSORS LOCATED  
THROUGHOUT THE AREA**



**NBC 4**   
WASHINGTON, D.C.

Chesapeake Bay Bridge

**LOVE TO DO THIS WITH STATE  
SENSORS**

**OTHER SENSORS LOCATED  
THROUGHOUT THE AREA**

**...LIKE THE BAY BRIDGE**



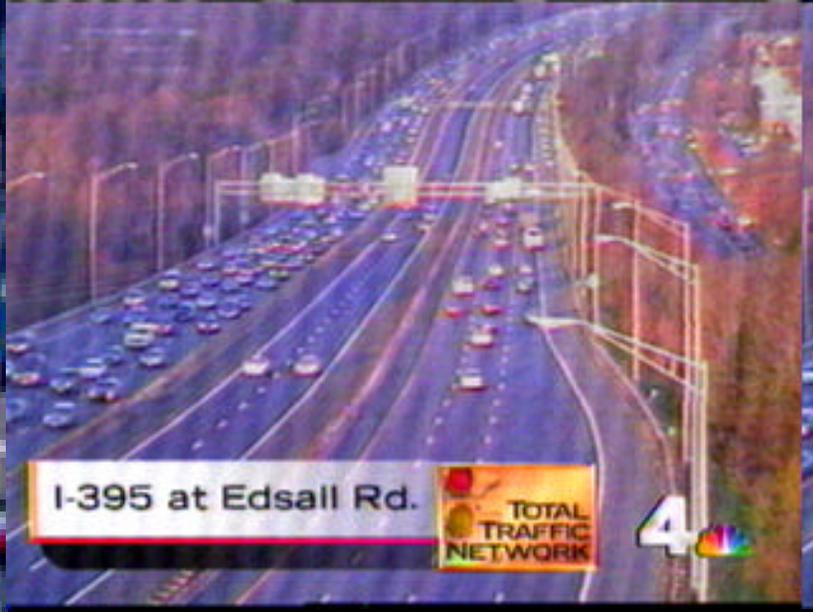
# STORM CENTER 4

## LOCALIZED FORECASTS



# STORM CENTER 4

## USE EXISTING NETWORKS AS RESOURCES



**NBC 4**   
WASHINGTON, D.C.

# INTERNET APPLICATIONS OPEN THE DOORS TO GET MORE LOCALIZED

The screenshot shows the WeatherNet4 website for Washington DC, NBC. The main header features the 'WeatherNet4' logo with the NBC peacock and 'WASHINGTON DC NBC'. Below the header, there are several navigation and content sections:

- LOCAL LIVING**: A sidebar menu with links to [Apt. Rentals](#), [Career Center](#), [Cars](#), [Child & Elder Care](#), [Classifieds](#), [Games](#), [Home Sales](#), [Lottery](#), [Schools Info](#), [Travel](#), [Yellow Pages](#), [NBC.com](#), and [Other NBC Stations](#).
- Forecast**: Includes 'EXTENDED OUTLOOK' and 'DAY FORECAST' sections.
- StormCenter4 Interactive**: Features a satellite image and the text 'RealTime Weather'.
- Space Science**: Includes a satellite image and the text 'Community & Education'.
- Inside StormCenter4**: Features a satellite image and the text 'My StormCenter'.
- Search**: A search bar with 'Search', 'Help', 'NBC 4', and 'MSNBC' options.
- Get the answers!**: A section for posting questions and searching for answers on WeatherNet4's Bulletinboard.
- Time**: A digital clock showing '16:48:10'.

The interface is presented in a window titled 'Internet' with a standard Windows taskbar at the bottom.

## NBC4 Web Site - WeatherNet4

- WeatherNet4
  - Real-Time Data
  - Forecasts
  - E-Mail Delivery / Alerting
  - Specific Information
  - Wireless Updates

My Storm Center - Microsoft Internet Explorer

Address [http://wncn4.nbc4.com/my\\_stormcenter/home.asp](http://wncn4.nbc4.com/my_stormcenter/home.asp)

# WeatherNet4 StormCenter4 Interactive

## MyStormCenter

16:58:14  
**City Cam**

**Millersville, MD**  
 Temp: 54°  
 Dew Point: 38°  
 Humidity: 55%  
 Wind Speed: 2  
 Wind Dir: WNW  
 Daily Rain: 0.00

15:48:10  
**Doppler XT**

Home Page  
 Forecasts  
 RealTime Weather  
**StormCenter4 Interactive**  
 Community & Education  
 Space & Science  
 Inside StormCenter4

Search  
 Help  
 NBC4  
 MSNBC

Your Local Forecast

### WEATHER ADVISORIES

Anne Arundel, MD  
 No current warnings for Anne Arundel, MD

**Regional Radar**

**4 Day Forecast**

**Western Satellite**

**Eastern Satellite**

### WEATHERNET LINKS WEB LINKS

StormCenter4	NBC4
ShoreNet	MSNBC
Tropical Weather	Snap!
Weather Watchers	VideoSeeker
Today's Feature	NBC
Interactive Satellite Images	CNBC
Storm Display	XOOM
Storm Pager	CNET
From the Ground...Up!	
4-WINDS LiveLinks	
Community and Education	
Weather Q&A Bulletinboard	
Forecasts	
RealTime Weather	
Weather Calendar	
Homework Helper	

Done Internet

# Increasing Science Data Relevance & Use

## NBC4 Web Site - WeatherNet4

- My StormCenter
  - Live Data
  - Real-Time Satellite Imagery
  - Forecasts
  - Real-Time Storm Advisories





Storm Display - Warning - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address [http://www.stormdisplay.com/warnings.asp?cmd=update&state\\_abr=md&fips=24023&location=Garrett](http://www.stormdisplay.com/warnings.asp?cmd=update&state_abr=md&fips=24023&location=Garrett) Go Links »

**STORM DISPLAY** Areas of Interest  HURRICANE TRACKER

Home Maps Advisories My Area of Interest Stormopedia Storm Pager

**Garrett**  
2 advisories have been issued

Back to [ [Top of Page](#) | [State](#) | [US Map](#) ]  
Go To Message [1](#) [2](#)

Message 1

Urgent - Winter Weather Message  
National Weather Service Pittsburgh PA  
1049 AM EST Mon Nov 29 1999

Fayette PA-Garrett MD-Indiana PA-Preston WV-Tucker WV-  
Westmoreland PA-

...Winter Weather Advisory From 600 PM EST This Evening Until 800 AM  
Est Tuesday...

Cold North West Wind Moving Over Lake Erie Will Produce Snow Showers  
Tonight, With Accumulations Of 3 To 5 Inches, Mainly On Ridge Tops.

Done Internet

**CONCLUSION**

**The more data and information we can collect on the conditions of our roads, the more effective we can be as communicators of today's and tomorrow's weather.**

**Value-Added Pointcasting  
in an information-crazed society!**





Dave.Jones@nbc.com