

Jeffrey P. Craven
Science and Operations Officer
NWS Jackson MS

Statement of Interest: WAS*IS

I first met Dr. Eve Gruntfest at COMET in Boulder CO in December, 2000. I was attending the Warning Decision Making Course there for a week, and she gave a presentation about lessons learned from the Big Thompson Canyon flash flood from the mid 1970s. It was a fascinating discussion about what we have learned about human reaction and behavior during hazardous weather, and what people do (or don't do) to assess a warning/threat and then take action.

I am particularly interested in how the public reacts to false alarms and how the credibility of warnings might decrease if we "cry wolf" too often when issuing severe weather watches and warnings. We created an on-line survey which was hosted on the University of Colorado at Colorado Springs website, and the results were analyzed by one of Eve's students who wrote a master's thesis on the topic. More work needs to be done in this area, because there is a delicate balance between catching all deadly severe weather events versus issuing a massive amount of false alarms.

My skills and interests cover all forms of hazardous weather and how we can better convey the threat to the public. I have a strong passion for combining the best of the science and message dissemination to give people the information that they need to make decisions on how to react to hazardous weather warnings. I have recently won a Director's Award for "Leadership Supporting Service Enhancements" for introducing short term hazardous weather probability forecasts in a graphical format. This has been shared with the NWS Digital Services Program Office and is under consideration for possible inclusion into the National Digital Forecast Database in the future.

<http://www.srh.noaa.gov/jan/HWO.htm>

At present, I am actively seeking a supervisory position in the National Weather Service. This leadership position would give me more leverage to work with national teams within the NWS to seek better ways of providing the level of risk to the public during hazardous weather events. Working with the top scientists in the WAS*IS project would help me solidify valuable partnerships that would benefit both myself and the NWS in advancing service to the public.

Thanks in advance for your time and consideration,

Jeffrey P. Craven