

Dear WAS\*IS Selection Committee,

The field of atmospheric science deals with many uncertainties. Researchers, climate scientists, forecasters, emergency managers and other public figures must be able to communicate these uncertainties to the general public in such a manner that correct preparation and/or reaction will be successful in saving lives and assisting the well-being of the public.

My interest in the culture change to better integrate social science and meteorology comes from these forecast uncertainties. What causes a citizen to respond or ignore certain forecast or emergency messages? The social science community has an opportunity to assist the meteorological community by helping to teach meteorologists new ways to communicate scientific information to their users. The meteorological community has an opportunity to understand the social component of their users so that a meteorologist may be able to convey a message appropriately.

There is an increasing need for the meteorological community to address user needs and science opportunities for generating and communicating new and improved forecast uncertainty products, information, and services. Decisions by users at all levels are generated largely without the benefit of knowing and accounting for the inherent uncertainties of the forecast upon which they rely. By introducing uncertainty type products and services to the user community, there is an opportunity to improve answers questions such as: How and when should a county school official determine whether to cancel or delay classes for the day?; How and when should a metro train system determine to de-ice tracks throughout a winter storm?; How should DOT personnel determine the type of road treatments to spread and how much by the timing and type of winter storm?; How does an emergency manager evacuate a town threatened by a hurricane? All of these decisions should not be limited by science probabilities because they affect the well-being of the public.

With this most recent movement to improve meteorological products and services by assessing and communicating uncertainty information, there is a need to include the social sciences from the start. This comes from a recent report by the NRC, "Completing the Forecast: Characterizing and Communicating Uncertainty for Better Decisions Using Weather and Climate Forecasts." As a meteorologist myself, my interest in WAS\*IS is to learn how to work with these social science professionals and also learn what questions are needed to ask in order to help develop the best uncertainty products and services for the users. By including the social science, there is a greater probability that the meteorological community will develop higher quality, more useful and understandable products and services.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Andrea J. Bleistein