

## STATEMENT OF INTEREST

*Scott F. Blair*

Living in starkly different locations such as the metropolitan area of Little Rock, AR, hurricane-sensitive areas of Louisiana, a small-town farming community of Goodland, KS, and tornado-prone areas of eastern Kansas, gave me an appreciation for the needs and lifestyles of local residents affected by high-end, hazardous weather. As a forecaster with the National Weather Service, I desire to become a liaison between the operational community, social scientists, and other disciplines working together to change from what WAS to what IS the future of integrated weather studies.

One of my passions in life is storm chasing across the Great Plains, a hobby in which I've actively engaged since the mid 1990's. In this time, I've been fortunate to observe nearly 200 tornadoes in fourteen states and several landfalling hurricanes across the southern USA. These field experiences offer a unique opportunity to directly monitor the public's behavior and response to severe weather forecasts and convective warnings over a variety of weather phenomena.

In the course of several hurricane research intercepts, I've met many residents of coastal towns and observed the myriad ways which individuals acquire and interpret critical weather information through media, internet, graphical, and governmental sources. The complex decision making required by each resident was further exacerbated by inconsistent weather messages and self interpretation. Even though this was a small sample of tropical-related weather events, it was apparent that improved integration of societal impact studies interfused with meteorology can help mitigate the challenges faced by the public at these critical moments.

One of my research interests is incorporating data from the existing severe weather database, deciphering the societal impacts, and examining how this information can enhance the service, methods, and dissemination of critical information by the National Weather Service and other agencies. In addition, I've worked to implement internet-based multimedia weather briefings in anticipation of hazardous weather on local National Weather Service web sites to improve the communication and scope of anticipated weather events to the public. These briefings provide a human voice and the use of visual aids which have enhanced the public's ability to retrieve unambiguous weather information. After attending several WAS\*IS related presentations at local meteorological conferences and the Integrated Warning Team workshop in Kansas City, I'm thrilled with the endless possibilities to improve our many services to the public.

My perspective in composing the assortment of weather products issued by the NWS evolved directly as a result of my field experience combined with professional training. In this way I have an enhanced appreciation for the benefits of interdisciplinary cooperation. There still exists an immense challenge to provide weather information relevant to the public's requirements and expectations, improving the clarity and interpretation of such messages for the end-user, and breaking through human complacency in order to spawn action. The opportunity to attend the 2009 Summer WAS\*IS Workshop would undoubtedly provide me with the insight, tools, and social science theory to continue progress in overcoming these hurdles by integrating operational meteorology, scientific research, and societal considerations in a way that best serves the public. Thank you for your consideration.