



Climate Program Office Review

May 24-26, 2022

CEE Division – Strategic and Internal Communications

John Coggin

Lead Communications Specialist Climate
Program Office – CEE Division

Strategic and Internal Communications Mission

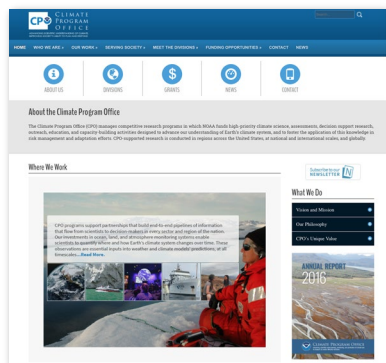


Communications to promote awareness, appreciation & support for CPO's investments in climate science & services

Target audiences:

- **Peer Communities** in NOAA, other agencies, academia & NGOs
- **Executive & Senior Leaders** in Dept of Commerce and NOAA
- **Policy Leaders** on Capitol Hill (Congressional Reps, White House)

Sample products:



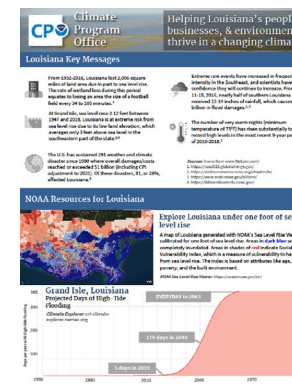
CPO Website



Weekly Hot Items



CPO Briefing Sheets



State-Specific Briefing Sheets

Strategic and Internal Communications Team



John Coggin

Lead Communications Specialist

- Capitol Hill Relations
- Climate.gov Journalism
- CPO Publications



Amber Liggett

Communications Analyst

- CPO-funded Research Publicity
- Media Campaign Rollouts
- Hot Items Report



Richard Glupker

Web Design & Development

- Climate.gov
- CPO Website
- NIHHS Website
- Graphic Development
- Front and Backend Development



Michael Myers

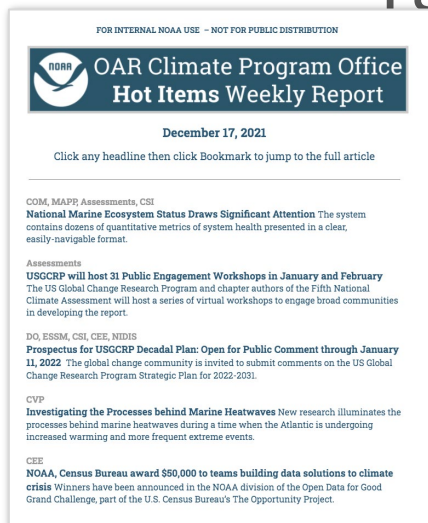
Web Design & Development

- Climate.gov
- US Climate Resilience Toolkit
- App Development and Support
- Server Configuration and Development
- Front and Backend Development

What is a Hot Item?

Short summary of a success story promoting CPO, including published CPO-funded research, biographies/profiles of CPO staff and CPO-funded scientists, new websites, and CPO staff public events/speaking engagements

Target audience:



Executive & Senior Leaders in Dept of Commerce and NOAA

- Assistant Administrator Craig McLean on Hot Items, Feb. 2021: “Very fine product, excellent work in the format, the content, and the science underpinning the report. Thank you.”

CPO Hot Items by the Numbers (FY2021)



400

FY 21

401

FY 20

After successful campaign to grow Hot Items while maintaining quality

292

FY 19

First concerted effort to increase Hot Items

219

FY 18

NOAA, Chicago partner on climate plan to reduce greenhouse gas emissions Chicago regional plan aims for 80 percent reduction by 2050



Target audience:

Chicago regional governments, municipalities

Media hits:

- WTTW Chicago News
- WBEZ Chicago News
- Daily Herald (Chicago suburbs)
- Kane County Chronicle (Chicago suburbs)
- The Hill (national publication)
- E & E News (national publication)

CEE Web Services



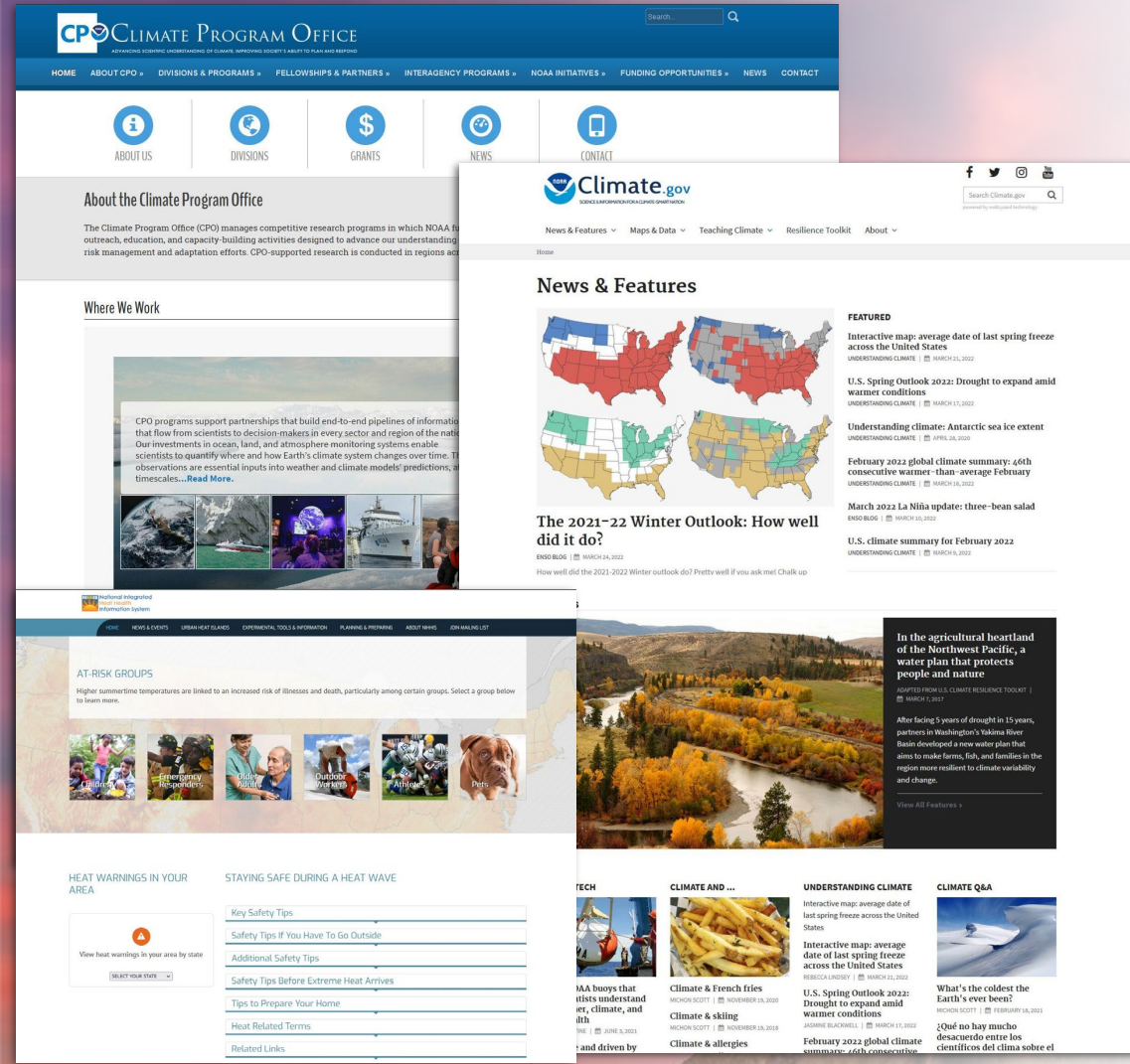
Steps to Resilience Case Studies Tools Expertise Regions

CEE web services is responsible for maintaining and managing multiple websites including:

- [Climate.gov](#)
- [US Climate Resilience Toolkit](#)
- [Climate Program Office Website](#)
- [NIHHS](#)

In addition to site development and maintenance, CEE web services also provides and support various technology and web-based services, including:

- Web Design and Administration
- UI and UX Design and Implementation
- Development of Modules and Applications
- General Graphic Design
- Web Content Layout
- Site Metrics
- Section 508 Compliance
- Server Configuration and Development
- Front and Backend Development



CPO: Communication, Education, and Engagement Division (CEE)

Our Structure

The Communication, Education, and Engagement (CEE) Division is a division within the Climate Program Office (CPO). Each program contains many projects and initiatives. The CEE Division is the largest team in the federal government dedicated to climate communication, education, and engagement. Our climate science expertise, institutional memory, and world-class communication, education, and engagement acumen are uniquely suited to the climate challenges before us.

To amplify its impact, CEE leverages many partnerships. Our various partners include the U.S. Global Change Research Program, NASA, National Science Foundation, National Academy of Sciences, National Snow and Ice Data Center, U.S. Departments of Interior and Agriculture, National Institutes of Health, Cooperative Institute for Research in Environmental Sciences, National Science Teachers Association, American Meteorological Society, and the American Association for the Advancement of Science.

Follow us on:



These social media channels regularly promote CPO science and events, as well as [Climate.gov](#) publications.

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- **Executive & Senior Leaders** in Dept of Commerce and NOAA
- **Policy Leaders** on Capitol Hill

The NOAA Climate and Global Change (C&GC) Postdoctoral Fellowship Program aims to help create and train the next generation of leading researchers needed for climate studies, to serve the Nation and support NOAA's mission.

Meet current and former C&GC Postdoc Fellows



Katherine Allen

"The NOAA climate and global change postdoctoral fellowship program is truly outstanding. Not only does this fellowship provide strong financial support to researchers at a crucial time in their early career, but it does so in a thoughtful, supportive, community-oriented way that has certainly had a lasting positive impact on me."

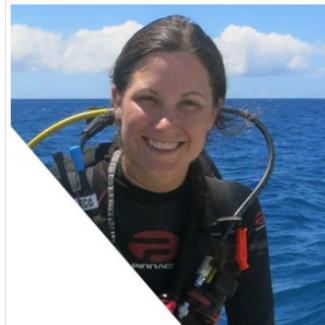
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Leander Anderegg

"The NOAA C&GC Postdoctoral Program is...one of the best (in fact, probably the best) Fellowship around...one of the most amazing parts of the Fellowship is that there is an incredible network of alums extending back multiple decades that you get to interact with, network with and benefit from."

[View Profile](#)



Danielle Claar

[View Profile](#)

Target audience:

- **Peer Communities** in NOAA, UCAR (administers the program), other agencies, academia & NGOs

Success metrics

- New Fellowship webpage: <https://cpo.noaa.gov/Our-Work/Fellowships>
- 8 postdoc profiles published at Climate.gov and other NOAA websites
- UCAR to CPO, Dec. 21: "Thank you so much for your wonderful work."
- New promotional graphic created

Dr. Rick Spinrad, Sept. 30, 2021: “Ensure NOAA is seen as the primary authoritative provider of climate information and services”

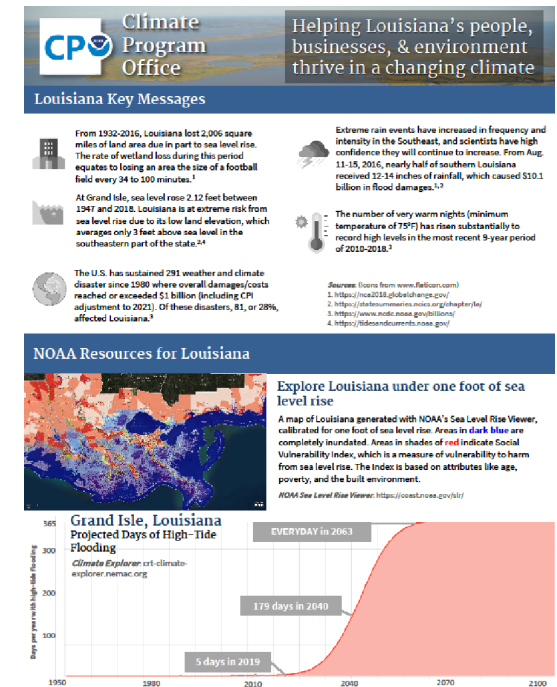
Target audience:

- **Policy Leaders on Capitol Hill** (Congressional Reps, White House)

State-Specific Briefing Sheets

- Key Messages
- Climate Observations
- Climate Projects
- Maps & Charts
- NOAA and Federal Sources

- Louisiana
- Maine
- Alaska
- Arizona (pending)
- West Virginia (pending)
- Colorado (pending)



The briefing sheet is titled "Climate Program Office" and "Helping Louisiana's people, businesses, & environment thrive in a changing climate". It features a "Louisiana Key Messages" section with four bullet points: 1. Land loss: "From 1932-2016, Louisiana lost 2,000 square miles of land area due in part to sea level rise. The rate of wetland loss during this period equates to losing an area the size of a football field every 24 to 100 minutes." 2. Grand Isle: "At Grand Isle, sea level rose 2.12 feet between 1947 and 2018. Louisiana is at extreme risk from sea level rise due to its low land elevation, which averages only 3 feet above sea level in the southeastern part of the state." 3. U.S. disasters: "The U.S. has sustained 281 weather and climate disaster since 1900 where overall damages/costs reached or exceeded \$1 billion (including CPI adjustment to 2021). Of these disasters, 81, or 28%, affected Louisiana." 4. Extreme rain: "Extreme rain events have increased in frequency and intensity in the Southeast, and scientists have high confidence they will continue to increase. From Aug. 11-15, 2016, nearly half of southern Louisiana received 12-14 inches of rainfall, which caused \$10.1 billion in flood damages." It also includes a "NOAA Resources for Louisiana" section with a map titled "Explore Louisiana under one foot of sea level rise" and a line graph titled "Grand Isle, Louisiana Projected Days of High-Tide Flooding" showing an increase from 5 days in 2019 to 179 days in 2040 and "EVERYDAY" in 2063.



Thank you