Approved by the AMS Executive Committee on June 27, 2013

Approval Process for AMS CWCE Outreach Messaging

Background: The AMS Commission on the Weather and Climate Enterprise (CWCE) conducts a host of activities of importance to the government, private and academic sectors of the weather, water, and climate industry ("weather enterprise"). This enterprise serves a critical role as necessary and enabling infrastructure for the welfare and economic well-being of the country. Lives, property, safety, and economic resilience depend on the weather enterprise operating in an efficient and productive manner. A highly significant portion of the weather enterprise is funded by the federal government. Because of both the enterprise's role and the government's investment, communicating with decision makers (elected officials and their staff members, federal budget analysts, etc.) is critical. In fact, the weather enterprise has been encouraged to engage in ongoing communications and discussions. As such, decision makers are important partners in the weather enterprise. Without proper and frequent communication, the important work and coordination that exists within AMS communities will not be properly understood, appreciated and supported. With respect to the AMS, it is necessary that a number of steps be taken to assure messaging is responsible and supported by overarching AMS activities and priorities. Therefore, this document is designed to promote responsible and constructive communication with decision makers on behalf of the CWCE and by extension, the AMS. Individual members of AMS are always free to communicate with decision makers on issues related to their personal and professional views, without any requirement to notify AMS either prior or post any communication. This document refers to organized efforts that are identified as representative of a subset of the AMS.

CWCE outreach messaging subject to this process currently includes the following categories:

I. Activity summaries
II. Decision-maker visits

The following steps are designed to assure that CWCE messaging to decision makers is responsible, constructive, and properly represents views or activities of the AMS.

I. ACTIVITY SUMMARIES

Printed, concise messages will be developed based on a CWCE activity, such as the AMS Summer Community Meeting, the AMS Washington Forum or other CWCE-led efforts, but will not be formal AMS statements on any issue (although the meeting outcomes could lead to the development of an AMS Statement in due course). Printed messages will be developed within the CWCE and will be approved by:

i. the Commissioner of CWCE, with, as deemed necessary by the Commissioner, input from the executive committee of the CWCE;
ii. the current President of AMS, with, as deemed necessary by the President, input from the other AMS Commissioners and/or the future and past Presidents;
iii. the Executive Director of AMS in consultation with the Director of the AMS Policy Program.

The guidance criteria for approving the messages are listed below:

- It factually reports the results of meetings, including opinions as appropriate.
- It properly identifies the purpose of the communication as being a factual summary rather than an AMS position.

- It is not inconsistent with AMS statements or, if so, specifically identifies each inconsistency with established AMS positions.
- It states explicitly that the views expressed within the document are not necessarily those of the AMS.

Thus, three individuals will need to support a proposed printed message before final approval is achieved. The final, approved document will be made available to the AMS Council (via annual Commissioner reports), the CWCE Steering Committee and leadership team (Board Chairs and Committee Chairs) of the CWCE by the Commissioner (or designee). Other key CWCE stakeholders may be notified as deemed necessary by the Commissioner and the CWCE Executive Committee. (The AMS Executive Director, President, and the Director of the AMS Policy Program may also choose to distribute the message as appropriate.) Approval(s) of these printed messages will be requested ***promptly*** (as quick as within one week of development) to assure the ability to be responsive to timely outreach events.

II. DECISION-MAKER VISITS

CWCE-sponsored decision-maker visits provide opportunities to communicate individual perspectives to decision-makers. Those perspectives may or may not represent AMS positions. A single person, usually the Chair of the CWCE's Board on Enterprise Communication, the Chair of the CWCE's Board on Enterprise Economic Development, or the designee of the Commissioner, will act as the communication lead for any one visit to decision makers. The lead will be empowered by the Commissioner of the CWCE to develop a message associated with the visit and recruit a team of individuals (see below) to participate in the visit. While this message is intended to represent the voice of the participants as a whole, each participant may choose to communicate this common message or not as part of their discussions. The communication lead will be responsible for:

- Developing the message;
- Obtaining approval of the written message, using the same approval process as for Activity Summaries;
- Assuring that all participants are briefed on the purpose of the visit(s);
- Submitting the final report as outlined below.

All interested CWCE (and AMS) members are welcome to participate in communicating with decision makers. The communication lead will write a final report of any AMS coordinated trip to communicate with decision makers, nominally within one month of the trip. The final report will include:

- List of participants;
- The offices and individuals visited;
- Brief synopsis of the discussions;
- Feedback or requests for follow-up.

The final report will be delivered to the Commissioner of the CWCE, the President of AMS, the Executive Director of AMS and all participants of the communication event.

(end)