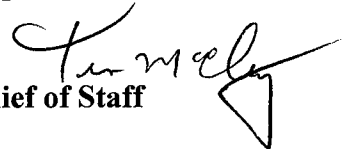


June 15, 2007

**MEMORANDUM FOR THE RECORD**

**TO:** NOAA Executive Panel Members  
NOAA Weekly Report Authors

**FROM:** Tim McClung  
NOAA Deputy Chief of Staff



**SUBJECT:** Guidance for Writing Submissions for the NOAA Weekly Report

***General Information:***

The NOAA Weekly report is a **formal submission** of upcoming NOAA events and hot issues transmitted to the Department of Commerce (DOC). DOC collates submissions from all DOC bureaus to compile a final DOC report to be sent to the White House. In the process, the Department chooses the most important items from the bureau submissions. In order for NOAA submissions to make it into the final White House report, they must conform to the guidance outlined below.

***NOAA Weekly Report Composition Schedule:***

The NOAA Weekly Report is **dated two Mondays** (or the next business day in the case of holidays) ahead of the composition date. Submissions received by Thursday of any week will be for a report compiled the next day and dated two Mondays in the future (e.g. (see below) submissions due on September 13 are compiled for a report dated September 24).

**September 2007**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Submissions must be emailed no later than 5:00 PM ET each Thursday to [unsec.pco@noaa.gov](mailto:unsec.pco@noaa.gov). Late submissions ***will not be included*** in the NOAA submission to the Department.

***Submission Content:***

The Secretary's staff will use the NOAA Weekly Report to evaluate possible *upcoming* activities in which the Secretary or the President may have interest or wish to be involved. The quality/importance of the NOAA Weekly submissions directly translates into increased visibility of NOAA activities/programs and accomplishments at the highest governmental levels.

The following detailed guidance for the NOAA Weekly Report submissions must be followed:

- ☛ **FORMAT/FONT** – Submissions must be provided in one Microsoft Word file using 12pt Times New Roman font only. Submissions should include only the formatting specified below.
- ☛ **TITLE** – Submissions should be led by a short, informative title (ending with a colon). The title and the colon (two spaces after each colon) must be in **bold** print. Each title must begin with “National Oceanic and Atmospheric Administration (NOAA)” followed by a concise action statement to complete the title. **Exception:** In cases where the Under Secretary is mentioned in the title, the title should begin “Under Secretary Lautenbacher...” and “National Oceanic and Atmospheric Administration (NOAA)” should appear in the first sentence of the paragraph.
- ☛ **BODY** – The first sentence (after the title) of each submission should begin with the date(s) of the event(s) (*e.g.* “On September 9...” or “From September 9-13...”). In addition, the first sentence should both explain NOAA’s role in the event and end with the location (city/state) of the event. The length of the submission should not exceed 4 sentences, which should include details on the **significance** of the submission.

*NOTE: For events where the Under Secretary is participating, the first sentence of the submission should always begin with the Under Secretary’s name/title (see Naming Convention)*

- ☛ **SUITABILITY** – Submissions should include major policy initiatives, new regulations, announcements, performance milestones, *important* meetings and conferences, and any other items that might be of interest to, or require the attention of, the White House or Secretary.
- ☛ **TIMELINESS** – Submissions are to cover items/events that fall within a 15 business day window beginning on the date of the NOAA Weekly Report (*e.g.* for a Weekly Report dated Monday, March 1 any submissions should cover the period March 1 – March 19). Submissions highlighting items/events that have already occurred, or will occur before the three-week NOAA Weekly Report window, should be sent as an Executive Management Team (EMT) item (see separate EMT guidance). Submissions highlighting

