NOAA Weekly Report Submission Guidance

March 24, 2009

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 November 13 are compiled for a report dated November 24).

November 2008

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. Late submissions ***will not be included*** in the NOAA submission to the Department.

Weekly Report Content/Sections:

Secretary: *(Reserved for DOC use – no NOAA submission required.)*

Activities of other Agency Officials: 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. *(Submitted by Line/Staff Offices)*

Unnecessary Submission Content*:*

DUPLICATIONS – Do not submit an item on a single event in consecutive weeks, even if the activity/event is ongoing.

MEETINGS – Do not report on attendance of conferences/meetings, unless the event(s) is of unusual national or international significance. Reports on insignificant meetings will not be included. Submissions regarding meetings should be written in an action-oriented manner (e.g. "NOAA proposes amendment to….").

QUANTITATIVE/SCIENTIFIC REFERENCES – Unless the information is essential and can be succinctly provided in layperson terms, do not include overly detailed quantitative information or scientific references.

Reform-Based Actions: Submissions should include tangible steps taken or proposed to reform aspects of the agency or a bureau. Measures that may increase efficiency/effectiveness; promote transparency, particularly through web-based strategies; enhance performance; reduce costs; promote interagency collaboration; eliminate waste, fraud, and abuse; etc. *(Submitted by Line/Staff Offices)*

Job Creation: Submissions should include initiatives and grants that create jobs (describe, quantify, and include timetable.) *(Submitted by Line/Staff offices)*

Legislative/Regulatory/Policy Issues: Submissions should include upcoming congressional testimony and significant meetings; Congressional activity on major department-related legislation in both Senate and House; and actions regarding significant regulations, rules, and policies. *(Submitted by Legislative Affairs)*

Press Activity: At the end of all submissions (following the contact information), please indicate (in parentheses) if media/press (local or national) are/are not expected at the event (see examples). Submissions for press activity should include major press events/hits including open meetings and stories reporters are working on, release of Agency/Departmental reports (including IG reports), major grant announcements, and release of economic data or other indicators. *(Submitted by Communications)*

Anti-Dumping/Countervailing Duty Cases (AD/CVD): *(Reserved for ITA General Counsel use – no NOAA submission required.)*

Legal Issues: Submissions should include any significant and ongoing litigation/enforcement matters, as well as any major FOIA requests that impact the Department. Example: A request from a reporter asking for ethics agreements for Presidential nominees that require Senate confirmation. *(Submitted by General Counsel)*

- ***FOIA Information Format:*** Freedom of Information Act (FOIA) submissions should include date of receipt, name of person requesting the information, affiliation (if any), and the information requested. Submissions should only include major FOIA requests which impact the Department of Commerce. (Submitted by CAO)

  Example:

  Received on 06/14/2004, from Janis Searles, Oceana, request for specific records in NMFS concerning aquaculture.

Personnel Update by White House Liaison: *(Reserved for DOC use – no NOAA submission required.)*

Other: Submissions include additional items of importance or interest to the White House.

NOAA Grant Information: Information for this section should include the entity (in bold) receiving the award(s), State (abbreviated in bold), the amount of the award (in bold), followed by the title of the grant. Submissions from the Grants Office should follow this format. Titles of each grant should be in title case. *(Submitted by AGO)*

Examples:

California Marine Sanctuary Foundation, CA, $48,561, Integrating Multicultural Environmental Education Into Extended Learning Programs.

Ohio Department of Natural Resources, OH, $395,791, Old Woman Creek Land Acquisition Project.

Weekly Report Format Guidance: The following detailed guidance for all 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 period). The title 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 Lubchenco…" 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 contain 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 falling within a three business week window beginning on the date of the NOAA Weekly Report (*e.g.* for a Weekly Report dated Monday, November 3 any submissions should cover the period November 3 – November 21). 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 items/events occurring after the three-week NOAA Weekly Report window should be held for a future NOAA Weekly Report submission. ***Exception:*** NOAA Search and Rescue Satellite Aided Tracking (SARSAT) System rescue reports.

CLARITY – Submissions must be clear and concise, composed for the right audience

(*i.e.* the White House, the Secretary, and their staffs), free of technical jargon, and coordinated across multiple lines, when appropriate. Do not assume the White House and Secretary are familiar with the issue. In many cases, the content should be "boiled down" to a few facts/bullets written in sentences that clearly highlight the importance and/or benefits/ramifications of the issue/event.

DATES – Only use numerals when listing dates (i.e. May 25, not May 25th). Also, use hyphens for ranges of dates (e.g. "June 22 – July 5" not "June 22 to July 5").

ACRONYMS – All names must be spelled out the first time used, followed by the acronym in parentheses. Include only the acronym for all subsequent uses in the same submission item. The acronym is not required if the name is only used once in a submission.

AIRCRAFT, VESSELS AND SPACECRAFT NAMES – The Government Printing Office Style Manual states the names of aircraft, vessels, and spacecraft are to be italicized. For example, for ship names NOAA utilizes the following format in all written correspondence: *Okeanos Explorer.*

SIGNIFICANCE – Authors must adequately address the importance of submissions because the White House or Secretary (or their staff) may not be familiar with the topics. Ensure submissions explain how NOAA activities benefit the economy, protect species,

environment, lives, property, etc.

PRINCIPALS - Only NOAA leadership (Under Secretary, Assistant Secretary, Deputy Under Secretary, Deputy Assistant Secretaries, Assistant Administrators and Goal Team Leads) should be mentioned by name in a submission (see Naming Convention below). Names of individuals below the AA/DAA/Goal Team Lead level should not be included; however, it is appropriate to say "The NOAA Office of Global Programs hosted…" or "NOAA scientists published…." It is appropriate to name an individual staff member when s/he is the recipient of a prestigious award, or in other rare/noteworthy cases.

NAMING CONVENTION – To properly reference principals, the following titles should be used:

Dr. Jane Lubchenco, Under Secretary of Commerce for Oceans and Atmosphere

(Vacant), Assistant Secretary of Commerce for Oceans and Atmosphere

Mary M. Glackin, Deputy Under Secretary for Oceans and Atmosphere

(Vacant), Deputy Assistant Secretary for Oceans and Atmosphere

Dr. James M. Turner, Deputy Assistant Secretary for International Affairs

Dr. Jim Balsiger, (Acting) Assistant Administrator for Fisheries

Jack Dunnigan, Assistant Administrator for Ocean Services and Coastal Zone Management

Dr. Jack Hayes, Assistant Administrator for Weather Services

Dr. Richard W. Spinrad, Assistant Administrator for Oceanic and Atmospheric Research

Laura Furgione, Assistant Administrator for Program Planning and Integration

Mary Kicza, Assistant Administrator for Satellite and Information Services

Rear Admiral Jonathan W. Bailey, NOAA, Director, Office of Marine and Aviation Operations, and Director, NOAA Commissioned Corps

Rear Admiral Phillip M. Kenul, NOAA, Director, Marine and Aviation Operations Centers

NOAA Goal Team Leads

Steve Murawski, NOAA's Ecosystem Goal Team Lead

Chet Koblinsky, NOAA's Climate Goal/Program Team Lead

Ed Johnson, (Acting) NOAA's Weather and Water Goal Team Lead

Captain Steven Barnum, NOAA, NOAA's Commerce and Transportation Goal Team Lead

In submissions for the NOAA Weekly, the various **NOAA Line Offices** shall be referred to as in the approved Department Organizational Orders (DOO):

National Marine Fisheries Service
National Ocean Service
National Environmental Satellite, Data and Information Service
Office of Oceanic and Atmospheric Research
National Weather Service
Office of Marine and Aviation Operations
Program Planning and Integration

Contact(s) for Clarifications and/or Significance Inputs: Each NOAA Weekly submission item **must** end with contact information of a person(s) who can provide additional clarification/supplemental (significance) information on each submission to PCO staff if the need arises during the editing process (on Friday mornings). The contact information should include name/phone number(s) (land/cell) for individuals who will be available for coordination at the phone number(s) listed on Friday morning. Email addresses may also be provided; however, *the preferred and most effective method for coordination will be via phone.* Contacts may vary from submission to submission and from week to week; however, it is imperative PCO staff be able to reach (by phone) individuals with expertise to properly clarify submitted items. Following the contact information, please indicate (in parenthesis) if media/press (local or national) are/are not expected at the event (see examples).

Sending Submissions to PCO: All submissions should be cleared by a senior level management official in the Line/Staff office and emailed in the following format: one attached Microsoft Word file (12pt Times New Roman font) to unsec.pco@noaa.gov no later than 5:00 PM ET each Thursday. The subject line of the email should use the following format:

Subject: {Line Office} {Weekly} {Date}
(*e.g.* NOS Weekly Sep 26)

Please use the following naming convention for your attachment (similar to subject line):

Word file naming convention: {Line Office} {Weekly} {Date}
(*e.g.* NOS_Weekly_Sep 26.doc)

The date in the subject line is the date of the NOAA Weekly Report - not the date of submission. Do not email any other items with your NOAA Weekly Report submission. If you do not have any submissions to report, send an email to unsec.pco@noaa.gov no later than 5:00 PM ET on Thursday indicating "no report" in the subject line (e.g. NOS Weekly Sep 26 – No Report). *Late submissions will not be included.*

PCO submission to Executive Secretariat: PCO will submit the draft NOAA Weekly Report to Executive Secretariat and provide an advance copy to the DUS office by close of business on Friday.

Executive Secretariat Clearances and Submission to DOC: Executive Secretariat will provide a thorough review of the document and make necessary format and/or grammatical changes. By NOON each Monday, Executive Secretariat will forward the finalized document to the Deputy Chief of Staff and Executive Director for the Deputy Under Secretary (or designees) for final approval. In addition, NOAA's Communications office will be copied to provide any late-breaking press updates. Submission of additional content must be received in Executive Secretariat no later than 5:00 PM ET each Monday. DUS office approval/clearance must be received in Executive Secretariat no later than 4:00PM each Tuesday. Executive Secretariat will submit the final approved document to the Department of Commerce no later than 5:00 PM Tuesday.

NOAA Weekly Submission Examples:

SECRETARY

(Reserved for DOC use – no NOAA submission required.)

ACTIVITIES OF OTHER AGENCY OFFICIALS

- **Acting Under Secretary for International Trade to Meet with Minister-President of German State.**
  On February 17, Acting Under Secretary for International Trade Michelle O'Neill will meet with the Honorable Jürgen Rüttgers, Minister-President of the State of North Rhine-Westphalia, Germany, to discuss German-American commercial relations.

- **Acting Census Bureau Director to Participate in United Nations (UN) Seminar on Innovations in Official Statistics.**
  On February 20, U.S. Census Bureau Acting Director Thomas L. Mesenbourg will serve on the "Innovation in Data Dissemination" panel at the UN Statistical Commission's Seminar on Innovations in Official Statistics in New York, NY.

REFORM-BASED ACTIONS

- **Minority Business Development Agency (MBDA) Implementing Customer Relationship Management (CRM) Application.**
  MBDA is implementing a CRM application to increase its efficiency and effectiveness with customer/client intake and performance management processes. The CRM application will also promote service transparency.

- **Team from National Research Council (NRC) to Assess National Institute of Standards and Technology (NIST) Laboratories.**

On February 12 and 13, the Thermophysical Properties Division Review Team of the NRC Panel on Chemical Science and Technology is meeting in Boulder, CO, to assess the technical merit, relevance, and quality of the scientific and technical work performed by the NIST Chemical Science and Technology Laboratory. On February 18 and 19, the Process Measurements Division Review Team of the panel will meet in Gaithersburg, MD, for a similar assessment. The panel will review reports and tour facilities. The Laboratory Assessments Board of the National Academies oversees the activities of the NRC.

JOB CREATION

- **Economic Development Administration (EDA) Investment to Create an Estimated 130 Jobs in South Dakota.**
  On February 6, EDA awarded an investment of $225,000 to the South Eastern Development Foundation in Sioux Falls, SD. This investment will recapitalize a Revolving Loan Fund that serves southeastern South Dakota. The recapitalized funds will assist businesses that were severely impacted by the Midwest floods of 2008. This investment is part of a $300,000 project that is estimated to create 130 jobs and generate $4 million in private investment.

- **Census Bureau to Hire Additional Staff and Enumerators for 2010 Census Activities.**
  The Census Bureau is implementing its long-standing plan to hire additional staff to conduct the 2010 Address Canvassing operation, which will begin in early April 2009. This is followed by successive waves of hiring for other operations leading up to the hiring of 500,000 enumerators to conduct the Non-Response Follow-up in 2010.

LEGISLATIVE/REGULATORY/POLICY ISSUES

- **Congressional Activity on Major Department-Related Legislation**
  - **Senate**
    - **S. 352**
      On February 4, 2009, Congress passed S. 352, the DTV Delay Act. President Obama signed the Act into law on February 11, 2009. The Act extends the deadline for the digital television (DTV) conversion—the date by which all full-power television broadcasters must broadcast only in digital—from February 18, 2009, until June 13, 2009. It also extends the date by which eligible households may apply for coupons through the National Telecommunications and Information Administration's (NTIA) TV Converter Box Coupon Program from March 31, 2009, until July 31, 2009.

      The Act authorizes NTIA to issue replacement coupons to households whose coupons have otherwise expired without being redeemed. However, the Act makes the effective date of the changes to the Coupon Program conditional

upon the subsequent enactment of new budget authority for the program, which is provided in both House and Senate versions of the American Recovery and Reinvestment Act (**H.R. 1**) in the amount of $650 million.

The DTV Delay Act permits television broadcast licensees to cease analog operations prior to the new conversion deadline and permits public safety service licensees to begin operation on frequencies made available by such voluntary cessation. The Act also requires NTIA and the Federal Communications Commission (FCC) to make necessary changes to their respective rules and regulations within 30 days of enactment and extends the FCC's spectrum auction authority by one year.

- **House**
  - **H.R. 860**
    On February 25, The House Committee on Natural Resources, Subcommittee on Insular Affairs, Oceans and Wildlife (Chair, Delegate Madeleine Bordallo, D-Guam), will hold a hearing on HR 860, the *Coral Reef Conservation Act Reauthorization and Enhancement Amendments of 2009*. The Director of NOAA's Coral Reef Program, Kacky Andrews, is scheduled to testify.

- **Policy Issues**
  - **Cuba Policy Review.**
    The Bureau of Industry and Security (BIS) plans to participate in a proposed Deputies Committee meeting to consider options discussed during a January 30, 2009, Interagency Policy Committee (IPC) meeting regarding U.S. policy toward Cuba. The IPC reviewed the current position of U.S. policy toward Cuba and agreed to put forth a number of options for consideration by the Obama Administration. Among the BIS-related options discussed was the IPC's suggestion of possibly expanding the export of consumer communications devices to Cuba by means of an export license exception. The IPC also agreed to consider recommending a restoration of the 2004 provisions of License Exception Gift to authorize the export of clothing, personal hygiene items, and other humanitarian items in gift parcels to any individual in Cuba, rather than only to identified family members, as is the current practice.

- **Other**
  - **Delegate Gregorio Sablan (I-NMI) to address U.S. Coral Reef Task Force.**
    On February 25, Delegate Gregorio Sablan (I-NMI) will address the U.S. Coral Reef Task Force during its semi-annual meeting that will be held in Washington, DC. NOAA's Deputy Under Secretary for Oceans and Atmosphere, Mary Glackin, serves as Acting Co-Chair of the Task Force. The United States Coral Reef Task Force (USCRTF) is composed of 12 federal agencies, seven states and territories, and three Freely Associated States. Presidential Executive Order 13089 to coordinate government efforts to protect, restore, and sustain coral reef ecosystems established the USCRTF. The Task Force meets twice a year, once in

Washington, DC, and once in one of the 10 coral reef jurisdictions, and is co-chaired by a representative from NOAA and from the Department of the Interior.

- **Senator Inouye and Committee Staff to Meet with NOAA Officials.**
  On February 18, Senator Daniel Inouye (D-HI), Chair of the Senate Committee on Appropriations, will host a delegation of Committee staff in Hawaii. NOAA staff from the Pacific Regional Executive Board (PREB)—composed of the heads of each NOAA entity in the Pacific region—will brief the Senator and Committee staff on topics of regional interest, including NOAA's Pacific Regional Center on Ford Island, Hawaii.

PRESS ACTIVITY

- **National Oceanic and Atmospheric Administration to Attend Fishermen's Forum.**
  From March 6-7, Dr. James W. Balsiger, Acting Assistant Administrator for National Marine Fisheries Service, will attend the Maine Fishermen's Forum. The Forum is the largest event of its kind in New England, dedicated to offering fishermen, clammers, lobstermen, aquaculturalists, and other related seafood industry participants an opportunity to meet on neutral ground with fisheries managers, state representatives, Representatives and Senators. It is anticipated the entire Maine congressional delegation will be in attendance during the Forum.

- **Grant Announcements**
  - NTIA made an additional 20 grant awards to a low-power television (LPTV) station through its LPTV Digital-to-Analog Conversion Program, bringing the total to 1,081 grant awards (as of February 6, 2009). The program provides $1,000 in grant funds to each eligible LPTV station to purchase a digital-to-analog conversion device that will convert incoming digital signals of full-power stations to analog for transmission on the LPTV station's analog channel. Low-power stations are not required to switch to digital-only broadcasts as part of the DTV transition. The deadline for grant applications for this program is February 17, 2009.

- **Upcoming Economic Releases**
  02/17 (8:30 a.m.) Quarterly Retail E-Commerce Sales, 4th Quarter 2008 (Census)
  02/18 (10:00 a.m.) New Residential Construction, January 2009 (Census)

ANTI-DUMPING/COUNTERVAILING DUTY CASES (AD/CVD)

(Reserved for ITA General Counsel use – no NOAA submission required.)

LEGAL ISSUES

Endangered Species Act litigation.
In December 2008, the Departments of Commerce and the Interior published joint

regulations amending certain requirements for interagency consultation under the Endangered Species Act. Five lawsuits have been filed challenging the regulations, four by environmental interests, and one by the U. S. Chamber of Commerce. The government's answers to the lawsuits are due on March 13 and April 9, 2009. NOAA, Interior and Justice are developing options for responding to the lawsuits, but the decision on how to proceed will require significant policy input. Point of contact: Adam Issenberg, NOAA Assistant General Counsel for Fisheries, 301-713-9670.

FOIA Requests

- **Received February 2, 2009, referred from Office of Management and Budget (OMB),** relating to a request from **Michael Kunzelman, Associated Press**, for all records compiled by OMB to track Federal funding provided in response to Hurricanes Katrina and Rita.

PERSONNEL UPDATE BY WHITE HOUSE LIAISON

Reserved for DOC use – no NOAA submission required.

OTHER

- **National Oceanic and Atmospheric Administration (NOAA) Participates in Interdepartmental Hurricane Conference.**
  From March 2-5, the NOAA Office of the Federal Coordinator for Meteorological Services and Supporting Research will host the Interdepartmental Hurricane Conference (IHC) in St. Petersburg, Florida. The IHC will educate attendees on the status and future plans of the Nation's hurricane forecast and warning program. In addition, the IHC provides a forum for responsible federal agencies and emergency managers to review the Nation's hurricane forecast and warning program, and to make recommendations for improvements. The major objective is to plan and prepare for the upcoming hurricane season. Fifteen federal departments and agencies are currently engaged in meteorological activities and will participate in the conference. Dr. Jack Hayes, Assistant Administrator for Weather Services, will represent NOAA's National Weather Service.

- **National Oceanic and Atmospheric Administration (NOAA) Search and Rescue Satellite Aided Tracking (SARSAT) System Rescues One.**
  On February 8, one rescue occurred 20 nautical miles east of Masonboro Inlet, North Carolina. Total numbers of rescues for 2009 is 14.