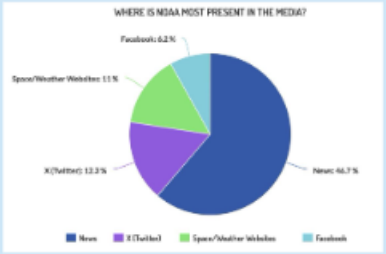
Poster Number
S134

Unveiling NSOF (NOAA's Satellite Operations Facility): The Unsung Trailblazers of Our Planet's Climate and Weather

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Introduction:

- **Importance of NESDIS/NSOF:**
  - Critical NOAA Division that operates satellites, monitoring weather, climate and environmental changes
- **Problem:**
  - NSOF's role is under recognized by the public and often overlooked in the media
- **Goal:**
  - Highlight NSOF's contributions and strategies to increase public and media recognition



Enhance Visibility:

- **Media Engagement:**
  - Increased media collaboration between outlets and NSOF/NESDIS, promoting NSOF during major events
- **Public Outreach:**
  - Utilizing social media for the branch, conduct tours for contractors, public officials and the public
- **Educational Opportunities:**
  - Communicate with local schools and universities to increase awareness of the opportunites at NSOF such as the Pathways Program

Key Elements of NSOF:

- **GOES Satellites:**
  - Real-time regional monitoring for weather forecasting, hurricane tracking and disaster response.
- **POES and JPSS:**
  - Global Data Collection for long-term climate monitoring
    - Temperature, Ozone, etc.
- **Data Collection and Analysis:**
  - Processing and distributing data to users in government research, as well as public sectors

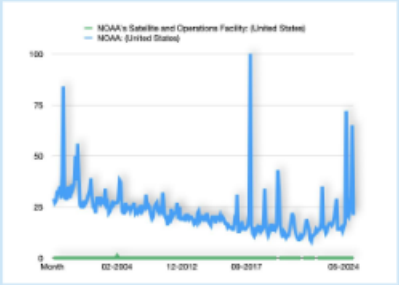


Conclusion:

- **Reinforce the role of NSOF within NOAA:**
  - Foster a better understanding that the public has of NSOF and the value of our satellites in environmental/climate monitoring and public safety
- **Collaborate for awareness:**
  - Work with media to bring more public awareness
  - Share information with students about Pathways and Early Career opportunities with NOAA/NSOF

Challenges:

- **Media Undercoverage:**
  - NSOF's role is not often represented within media coverage and is overshadowed
    - Reduces public awareness of our data sources
- **Lack of visibility:**
  - Many are not aware of the opportunities and individuals at NSOF
    - Majoirty of the employees have many years of experience (Great news!), but there are very few young and early career professionals



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