

**Conceptual Overview of Products and Responsibilities for the  
Third National Climate Assessment Report Rollout  
10 July 2013**

The communications effort for the release of the Third National Climate Assessment report will be consistent with the President’s Climate Action Plan commitment to help support decision-making in regions and sectors. It also will be consistent with the NCADAC’s mandate and its broader engagement and communications strategy. This document describes the anticipated products being produced and responsible parties. The suggested products and engagement approach recognize the limits of current federal funding and the uncertainties about future federal funding for public engagement activities. Thus, it is expected that these suggestions will evolve over time and be built upon as partners in this effort contribute their ideas, perspectives, and resources. Efforts are ongoing to coordinate such contributions to the rollout and continued engagement around the Third National Climate Assessment.

The primary contact for the National Climate Assessment is the Director, Kathy Jacobs, who can be reached at 202-725-2815 or [kjacobs@ostp.eop.gov](mailto:kjacobs@ostp.eop.gov). She is responsible for coordinating the communications components of the NCA effort with the Executive Office of the President, the Subcommittee on Global Change Research and the NCADAC as well as other federal and external partners to ensure that all communications are consistent with direction from the White House.

The primary contact for all engagement related activities within the USGCRP coordination office and point person to the NCAnet is Emily Cloyd, the public engagement coordinator for the NCA – 202-419-3484 or [ecloyd@usgcrp.gov](mailto:ecloyd@usgcrp.gov).

<b>Proposed Product</b>	<b>Responsible Party</b>	<b>Format</b>	<b>Additional Information</b>
Full assessment report including references and appendices	NCADAC produces the initial content; White House/agencies review, revise as needed, and approve after discussions with NCADAC; NOAA TSU prepares searchable version and PDF	Interactive PDF and web links; No printed copies of full 1000+ page document	Searchable HTML format will increase accessibility for decision makers; Individual chapter downloads will make the NCA more accessible
Highlights document, approx 80-90 pages	NCADAC produces initial content; White House reviews, edits and approves after discussions with NCADAC; NOAA TSU prepares final printed version and PDF	Limited print run, PDF	Expect to print roughly 1000 in first run, only a limited number of print copies might be ready in time for the initial rollout (early March) – PDF will be available
Press Release	White House Press to oversee initial press strategy		All other rollout events will follow the initial White House event
White House event	White House and USGCRP	TBD in conjunction with White House, but likely to include NCADAC & GCRP	NCA is within the Climate Action Plan

		officials	
18-20 page briefing document based on Executive Summary	NOAA TSU and USGCRP Staff in consultation with the NCADAC Chairs, entirely derivative of original approved versions, printed and PDF	Limited print run, PDF	Expect to print roughly 1000 in first run for the initial rollout; potentially similar to the handout from the 2009 report
Short sector and region summaries (2-4 page spread each)	NOAA TSU and USGCRP staff in consultation with the NCADAC Chairs, entirely derivative of original approved versions, printed and PDF	Limited print run, PDF	Anticipated to include summaries on overall report findings; sectors and regions; adaptation, mitigation and decision support; and sustained assessment
Global Change Information System	USGCRP and NOAA TSU	Website	NCA report and underlying data and report, including technical input reports; "value-added" graphics and information in interactive format; expansion to other aspects of USGCRP portfolio over time (e.g., after rollout)
Social Media	White House	White House blog, YouTube, etc.	
Technical input reports	USGCRP compiles list; Original authors prepare and post	PDF with links to external postings	Reports are prepared and posted by original authors, USGCRP agencies, or by publishing company (e.g., Island Press)
Materials for presenters, e.g., PowerPoint slides and talking points	NCA staff in consultation with the NCADAC Chairs	PowerPoint, Word, etc.	Training for speakers will be provided for NCADAC and USGCRP spokespersons; Files hosted at globalchange.gov or resources site
Video vignettes & Podcasts	Dan Glick, NCA	Digital video & audio files	For download from NCA and other websites; Introducing the NCA & Key findings; Personalized "climate stories"