



2025 National Hurricane Center Hurricane Pool Coverage Agreement

1.0 PURPOSE

This non-competitive pool coverage agreement (hereafter called "Agreement") is intended to facilitate the dissemination of important information from NOAA's National Hurricane Center (hereafter called "NHC") to residents in areas threatened by a hurricane, while increasing the efficiency of resources allocated for the media. This will allow officials to perform their necessary duties while balancing the needs of broadcast media (hereafter called "Media").

2.0 FORMAL INTENT TO PARTICIPATE

Unless notified in writing at the start of the Atlantic hurricane on June 1, receipt of this agreement by each pool member indicates its respective willingness and intention to abide by the terms in this agreement.

3.0 BUILDING ACCESS AND SECURITY

- Department of Commerce (DOC) security guidelines require NHC to enforce DOC security policies and ensure NHC procedures and policies conform. These security procedures will be enforced year-round.
- The NHC has designated parking spaces in front of the building for the on-duty Pool staff. The NHC Public Affairs Officer will allocate these spaces. Satellite trucks and microwave trucks will park on the open lot on the east side of the building.
- All vehicles, parcels, hand bags, computer cases, briefcases, camera equipment cases, etc. are subject to hand search by security.

4.0 OFFICIAL START AND DEACTIVATION OF THE POOL

When a hurricane threatens populated areas of the United States, a pool may be established at NHC. The decision to activate (and deactivate) the pool will be made by the NHC Director, along with the Public Affairs Officer and the primary television pool coordinators. Pool participants will be given as much notice as possible by NHC. Notification will be made by e-mail.

No pool feeds will begin less than two hours after pool stations have been alerted to the start-up. The NHC Public Affairs Officer will provide via e-mail an official statement to signify the official activation and deactivation of the pool.

5.0 POOL STAFFING

Once a pool is activated, the Network pool will arrange to have a producer and photographer in place and establish audio/video signals as expeditiously as possible. If a local pool is also called, the Network pool producer and photographer will remain in place and the network pool producer on duty will arrange the interviews for the Network and local pool. When NHC determines that the threat has passed, the pool will be deactivated.

6.0 NATIONAL VS. LOCAL POOL

A National pool is called in all situations where residents in the United States are threatened by a tropical storm or a hurricane. If a local (South Florida) station desires a live interview, it will be arranged through the Network pool producer on an availability basis only. Priority will be given to those local stations in the hurricane and/or storm surge watch and warning areas. When a hurricane threatens South Florida, the network pool producer will prioritize the local stations and accommodate interviews for the national networks on an availability basis.

7.0 MEMBERSHIP OF THE NETWORK & LOCAL POOLS

- The 2025 Network pool consists of The Weather Company, NewsNation, FOX, CNN, and WeatherNation.
- The 2025 Local pool consists of WFOR, WTVJ, WSVN, and WPLG. They will serve as the local pool when a storm threatens Miami-Dade, Broward, and/or Monroe counties. The Local pool is responsible for providing an engineer. The engineer need not be on site for the event, only on standby if a piece of equipment fails.

8.0 NUMBER OF POOL CAMERAS

No more than one fixed pool camera is permitted at the National Hurricane Center at any one time in the pool area.

9.0 STAFFING ROTATIONS FOR LOCAL POOL

The 2025 staffing rotation of the NHC local pools is:

PRIMARY ENGINEER - WFOR

SECONDARY ENGINEER - WTVJ, WSVN and WPLG.

Because the Network pool does not have an engineer, the Local pool must provide one. The engineer need not be on site for the event, only on standby in the event a piece of equipment was to fail.

For 2025, WFOR will provide the (standby) engineer for the first shift, with the secondary station (WTVJ) providing the (standby) engineer for the second shift, if necessary. The primary and secondary stations will provide the contact information of their respective engineer to the network pool producer upon activation of the network pool.

10.0 SPANISH-LANGUAGE INTERVIEWS

The NHC will provide Spanish media interviews when available for potential impacts from a tropical cyclone directly threatening South Florida. Please contact the National Hurricane Center Public Affairs Officer at **305-229-4404** or via email at nhc.public.affairs@noaa.gov. For non-South Florida threats, the NHC will provide an expert when available. If no one is available due to operational demands at NHC or NWS Miami, the [NWS Multimedia Assistance in Spanish \(MAS\) network](#) will provide an expert if available.

11.0 PRE AND POST-POOL ACTIVATION

All media interview requests before and after the pool activation must be arranged through the NHC Public Affairs Officer - nhc.public.affairs@noaa.gov

12.0 LIVE STREAM AND “SOFT” MEDIA POOL

If a storm is not an immediate threat to the U.S. but draws significant interest due to its forecast track and potential impacts, NHC will initiate live stream briefings through the NHC YouTube page. The live stream briefings will begin once a day after 11:00 AM EDT. If the threat to the U.S. has increased, the NHC may open a “soft” media pool, which will have limited hours of operation. The pool producer and photographer will be provided by the network pool stations. All interviews during a soft pool will be conducted through the pool itself. No on-site interviews will be made available. The NHC Public Affairs Officer will announce the soft media pool availability via email to national outlets and local stations in the potential path of the storm.

13.0 PHONE LINE COSTS

The primary Local station will underwrite the costs of activating and maintaining the three local phone lines, with long-distance service, from June 1 through November 30. The service will be provided to the pool IFB and production coordination equipment and should remain consistent during the entire hurricane threat.

14.0 MAINTENANCE OF MEDIA POOL COMMON EQUIPMENT

Because the local pool stations (WFOR, WTVJ, WSVN, WPLG) do not have any costs for staffing a pool producer and photographer, the cost of repair or replacement of any piece of common equipment used in the operation of the media pool will be divided evenly among the local pool stations.

15.0 RESPONSIBILITIES

The pool producer is responsible for the following:

- Coordinating live shots and stations, using the pool to take calls from their staffers, dialing IFB, keeping track of and assigning windows, and resolving any difficulties concerning pool access/coverage that may arise
- Maintaining a chronological daily record of Pool Rotation Sheets for all interviews. This information will be provided to the NHC Public Affairs Office at the end of each pool day

The pool photographer is responsible for the following:

- Providing all equipment necessary to properly carry out the media pool
- Making certain that all equipment is functioning properly

16.0 POOL WINDOWS

- The network pool producer gives media participants fair and equal access to the NHC personnel at the live shot desk.
- At certain times, NHC meteorologists must perform forecasting duties, so they will be unavailable to the media. These include the 4 a.m., 10 a.m., 4 p.m. and 10 p.m. EDT hours.
- There is time set aside for virtual live streams at 8:30 - :39 a.m., 11:30 - :39 a.m., 2:30 - :39 p.m. and 5:30 - :39 p.m. EDT. These will be used as necessary.
- If the NHC media pool runs for more than 12 hours, a set of 'forecast windows' will be added to the schedule to plan, attend briefings and catch a short break to recharge. The block times will be communicated with the participants.

17.0 POOL ROTATION

The 2025 network pool rotation is as follows:

1. The Weather Company
2. NewsNation
3. FOX
4. CNN
5. WeatherNation

The 2025 Local pool rotation is as follows:

1. WSVN-TV7
2. WPLG-TV10
3. WFOR-TV4
4. WTVJ-TV6

18.0 ROTATION BEGINS

With each new storm during the season, the pool rotation begins again with the "Day One" rotation

19.0 USE OF WINDOWS

If a station or its representatives are not prepared to take advantage of its "window" for whatever reason, it will lose that position. Window times can be traded on an individual basis but it is the responsibility of the stations involved to work with the pool coordinator to arrange the changes. The pool coordinator *must* also be informed if a station does not intend to use its assigned window.

20.0 PROPRIETARY RIGHTS TO UNILATERAL WINDOWS

Broadcast content fed during unilateral windows is the exclusive property of the individual organization and may not be used by any other entity without permission.

21.0 USE OF MEDIA ROOM

All cell phones must be placed on vibrate or silence.

22.0 TECHNICAL FAILURE, USE OF COMMON CONTENT

In the event of technical failure, the Pool Coordinator shall notify all participating stations that are authorized to re-broadcast official advisories from each other's air signal. In such an event, pool stations agree to drop a bug/chyron that includes their call letters or station logo.

23.0 NHC GENERIC HITS

In 2025, NHC will provide experimentally the audio version of the live stream, which will be available 30 minutes after a live stream broadcast has been recorded. The audio will provide an overview of the current tropical advisory and potential areas of interest. The live stream audio will be available on our website.

May 5, 2025

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