

# Feature Articles, Data User Profiles & Announcements



- 1 Feature article
- 1 Data User Profile

### IMPACTS Campaign Investigates the Processes Causing Snowfall in Winter Storms

IMPACTS—the first campaign to study intense East Coast snowstorms in the past 30 years—aims to give scientists a better understanding of what drives the processes that generate snowfall in the snowbands of intense storms.

States of emergency were declared for New Jersey, New York City, and more than 40 counties in New York State on February 1, 2021, after a massive winter storm pummeled the East Coast. The storm's heavy snows and high winds closed schools, canceled thousands of flights, and wreaked havoc on local travel—and if there weren't a global pandemic, there would have likely been a NASA P-3 Orion research aircraft flying right through its most intense snowbands.

Outfitted with an array of state-of-the-art microphysics probes and diagnostic capabilities, the P-3 aircraft is one of two planes used in NASA's Investigation of Microphysics and Precipitation for Atlantic Coast-Threatening Snowstorms (IMPACTS) field campaign. The other is the ER-2 and, together, they'll collect an impressive amount of data that scientists will use to identify and investigate the processes that form and drive the snowbands inside winter storms.



These before-and-after images from the Western Regional Imaging Spectroradiometer (WRIS) aboard NASA's Terra satellite show the area impacted by the winter storm that hit the New York and New Jersey on February 1, 2021, and its aftermath on February 4. For a closer look at these images, visit [this link](#).

### User Profile: Dr. Anna Wilson

Data from NASA's GHRM DAAC helps scientists like Dr. Anna Wilson develop accurate representations of atmospheric rivers to increase forecast accuracy and improve weather model outputs.

**Dr. Anna Wilson, Field Research Manager at the Center for Western Weather and Water Extremes, Scripps Institution of Oceanography, University of California San Diego**

**Research interests:** Developing accurate representations of atmospheric rivers and other extreme events in forecasts and projections to support science-based resource management strategies; identifying data gaps to support operational numerical weather prediction models, both for situational awareness and for assimilation into model runs; and improving the understanding of the physical processes extreme weather events to accurately predict hazards that impact life and property.

**Research Highlights:** Atmospheric rivers — flowing columns of water vapor that move through the atmosphere — are responsible for producing significant levels of rain and snow, especially in the western US, and are a key component of Earth's water budget. When atmospheric rivers move inland and sweep over mountains, the water vapor they contain rises and then cools, creating heavy precipitation. These deluges account for a major portion of the precipitation over mid-latitude oceans and coastlines.



Dr. Anna Wilson, Field Research Manager at the Center for Western Weather and Water Extremes, Scripps Institution of Oceanography, University of California San Diego.

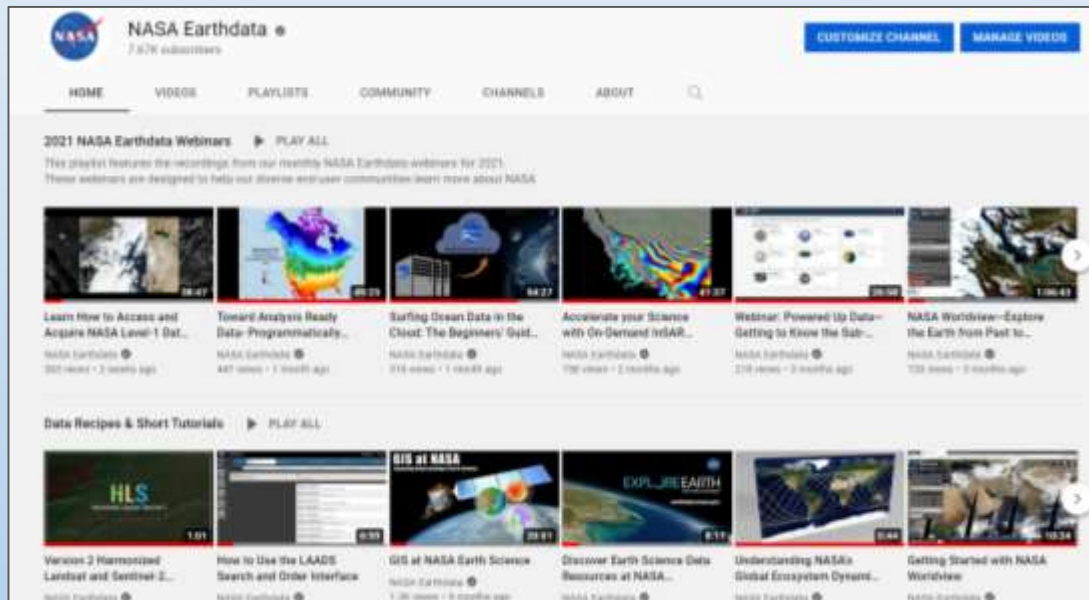
*These are several meteorological conditions that*

<https://go.nasa.gov/3C8Vfv1>

Scheduled for publication on 10/28/21

# Webinars and Video Tutorials

***NASA Earthdata YouTube Channel***  
***www.youtube.com/c/NASAEarthdata***



**No GHRC DAAC webinars were given during this reporting period. The next Earthdata webinar will be held on October 27, 2021**

**Topic: ArcGIS Esri Portal/ArcDAAC Collaborative**

**Subscribers: 7,677**

**Content:** Over 130 Earth science data discovery and data access webinars (May 2013-present), 36 data recipes and tutorials, 24 special feature videos

**Last 28 Days:** 9,635 views, 641.6 hours of viewing time (all videos)

# GHRC DAAC Specific Social Media

## Top Tweets (@NASAEarthdata)

@NASAEarthdata Twitter

20 Tweets

82,562 Total Impressions, 1,223 Total Engagements

38.5% increase in total impressions and 62.4% increase in engagements as compared to FY 2020

10/9/20-10/22/21

\*Last year's report ended on 10/8/20\*

NASA Earthdata Facebook

18 Facebook Posts

Total Reach 21,966

Total Engagements: 6,711 (10/16/20-10/22/21)

Highest Engagement Rate (2/23/21)

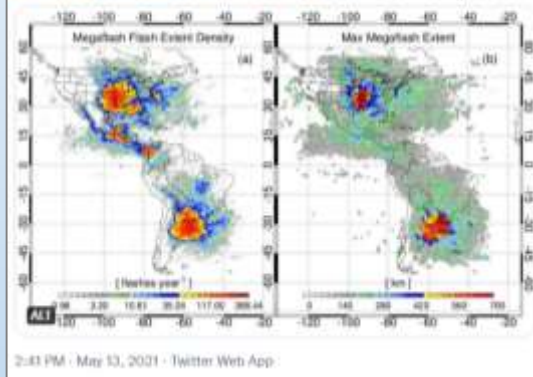
Engagement Rate: 5.1%, Total Reach: 2,141

122 engagements

Topic: Recipe to Programmatically Discover, Access, and Download CRS Data

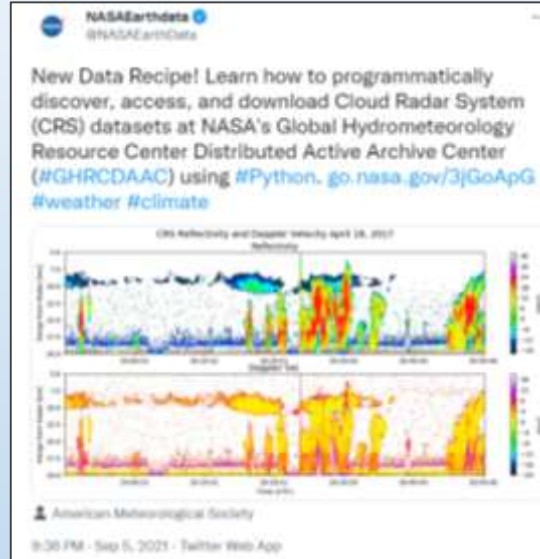
### Tweet w/Highest Impressions

A new paper, "The Hazards Posed by Mesoscale Lightning Megaflashes" by NASA #GHRCDAAAC UWG member Dr. Michael Peterson and GHRC DAAC scientist Dr. Geoffrey Stano has been published in the @ametsoc Earth Interactions journal. #weather #lightning doi.org/10.1175/EI-D-2...



18,482 Impressions, 355 engagements

### Tweet w/Highest Engagement Rate



4,656 Impressions, 158 engagements  
3.4% engagement rate

### Facebook Post with Highest Engagement

9/6/21 2,141 People Reached, 122 Engagements- 81 Reactions, Comments & Shares, 41 Post Clicks, 5% engagement rate

Topic: New Data Recipe! Cloud Radar System (CRS) Reflectivity and Doppler Velocity datasets available at NASA's GHRC DAAC

<https://www.facebook.com/NASAEarthData/posts/4403300249734265>

# EOSDIS Quarterly Newsletter



DAAC specific data announcements, data tutorials and data recipes, Data-in-Action stories, webinars and data user profiles appear in each quarterly newsletter.

<https://earthdata.nasa.gov/learn/user-resources/eosdis-newsletter>

The Communications Team is here to help! Have a story idea? Would you like us to address a data product or tool on social media?

We'd love to hear from you! Reach out to Jennifer Brennan at [Jennifer.L.Brennan@nasa.gov](mailto:Jennifer.L.Brennan@nasa.gov)

Twitter: @NASAEarthdata, Facebook: [www.facebook.com/NASAEarthdata](https://www.facebook.com/NASAEarthdata), YouTube: [www.youtube.com/c/NASAEarthdata](https://www.youtube.com/c/NASAEarthdata)

# Social Media Consolidation 2021

- As part of the NASA MAP effort, the Office of Communications implemented both a social media and web modernization/consolidation effort to better leverage theme-based Agency messaging.
- As a result of this effort, the NASA Earthdata account was identified as the theme-based account that would be most appropriate for those DAACs targeted for social media consolidation.
- Between March 2020 and March 2021, the GHRC DAAC has closed and archived their social media accounts, and transitioned their social media content to the NASA Earthdata account in line with the requirements set forth by NASA OCOMM. GHRC DAAC social media has been either been developed by the EOSDIS Comms Team as original content, or has been coordinated through direct EOSDIS/GHRC DAAC User Services or other GHRC DAAC correspondence.