

Step 3: NOAA Message Testing

1. I am going to read you something, and would like you to tell me the very first thought you have as you hear it. What immediately comes to mind as I read this: READ MESSAGE PROBE What else are you thinking about?
2. READ MESSAGE PROBE (SAMPLE MESSAGE: "NOAA advances knowledge on climate change")
 - a. As you are thinking about this, please describe your feelings and emotions.
 - b. How strong would you say these feelings and emotions were as you listened to what I read?
3. Please tell me in your own words what you think this is saying about NOAA?
4. How interested are you in what this says?
 - Very interested
 - Somewhat interested
 - Not too interested
 - Not at all interested
5. How believable would you say this is?
 - Very believable
 - Somewhat believable
 - Not too believable
 - Not at all believable
6. Does what this message say help you to better understand or explain NOAA? Yes () No ()
If yes, how?
If no, why?
7. Does what this message say make you want to learn more about NOAA and it's mission?
Yes () No ()
If yes, how will you learn more?
If no, why not?
8. Does what this message say make you want to tell others about NOAA and their mission?
Yes () No ()
If yes, who will you tell?
If no, why not?

Paperwork Reduction Act Statement

Response to this survey is voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Patricia Huff, NESDIS: patricia.huff@noaa.gov, PH: 30-1-713-1127.

Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.