

Emergency Manager and Media Focus Group Discussion Guide Questions
20 May 2013

This discussion guide is intended to evaluate the use of National Weather Service threat tags and impact statements by emergency managers and media broadcasters.

- How did you learn about weather-based threat or emergency (hail, tornado, severe thunderstorm) that we just experienced? *(for OMB-this question goes to whether the product was received)*
- What information led you to act in response to the potential weather threat/emergency (hail, tornado, severe thunderstorm)? What information had the most influence on your decision to act based on the warning? *(for OMB-this goes to the quality of the product)*
- Since around April of this year, have you noticed differences in the warnings being issued by the NWS? If so, what did you notice? Do you think it changed how you respond to potential weather threats? Why? *(for OMB-this goes to the quality of the product)*
- Hand out IBW language: Does this type of language and information help you to make decisions? *(for OMB-this goes to the quality of the product)*