

Interview Questions to Assess HLS/TCV Product

Scenario: Potential interviewees will be contacted via email to solicit their involvement in this study. Upon consent, NOAA staff will email a Hurricane Local Statement (HLS) based on a fictitious “pending hurricane that will make landfall in their area.” They will be instructed to briefly review the content and structure of the HLS and be prepared to discuss the contents within. The researcher will also ask the respondent to suggest a convenient time to participate in a telephone interview.

On the day before the scheduled telephone interview a reminder email will be sent of the date and time of the scheduled call. During the actual telephone interview, the following questions will be administered in reference to the hypothetical HLS.

- 1) Product utility
 - a. Do you use the current product, or do you get your information from other sources, or both?
 - b. How do you use the product/what decisions do you make with the information?
 - c. What are the other information sources you use?
 - d. Does the current version of the product meet your needs? Why or Why Not?
 - e. What can be improved to make the product more useful?
 - f. If the product were phased out could you get the information you need from other NWS products or services?)
- 2) Product content
 - a. Is the product clear, concise, readable, and understandable?
 - b. Can you easily find the information you are looking for?
 - c. [For emergency managers and broadcast meteorologists] Does the product help you convey your message across to the general public?
- 3) Product effectiveness
 - a. Does the product help you to make sound decisions?
 - b. Does your understanding of the possible impacts from a given storm improve after reading the product?
- 4) Potential actions, based on product content
 - a. What effects do you expect from this storm?
 - b. What is the maximum expected wind speed? What impacts do you expect from those wind speeds?
 - c. What is the maximum expected storm surge? What impacts do you expect from that level of storm surge?
 - d. Are tornados expected in your area?
 - e. Is flooding expected in your area?
 - f. What will the storm look like at your house?
 - g. Based on the content, what actions would you take, and when?

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