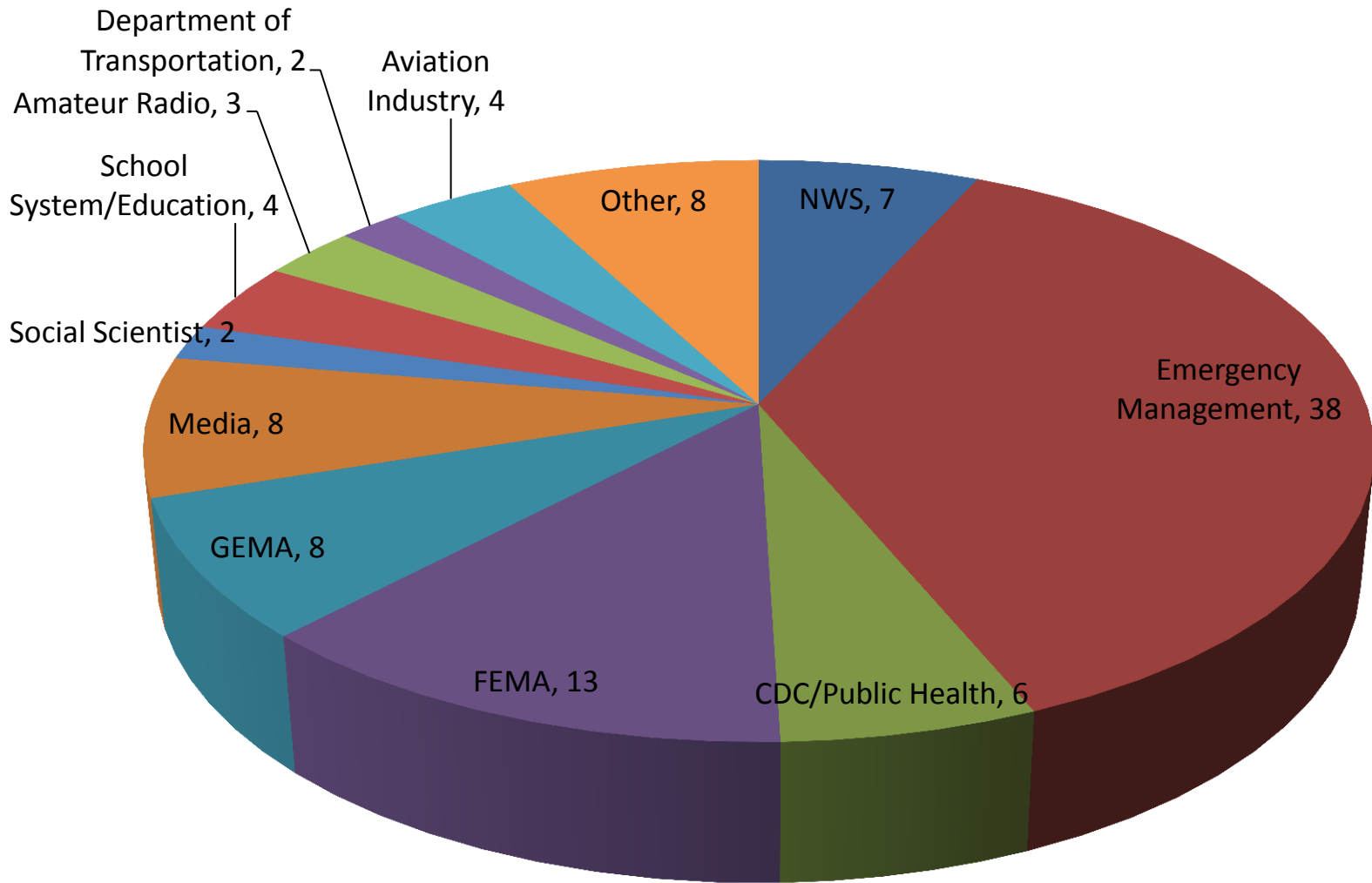
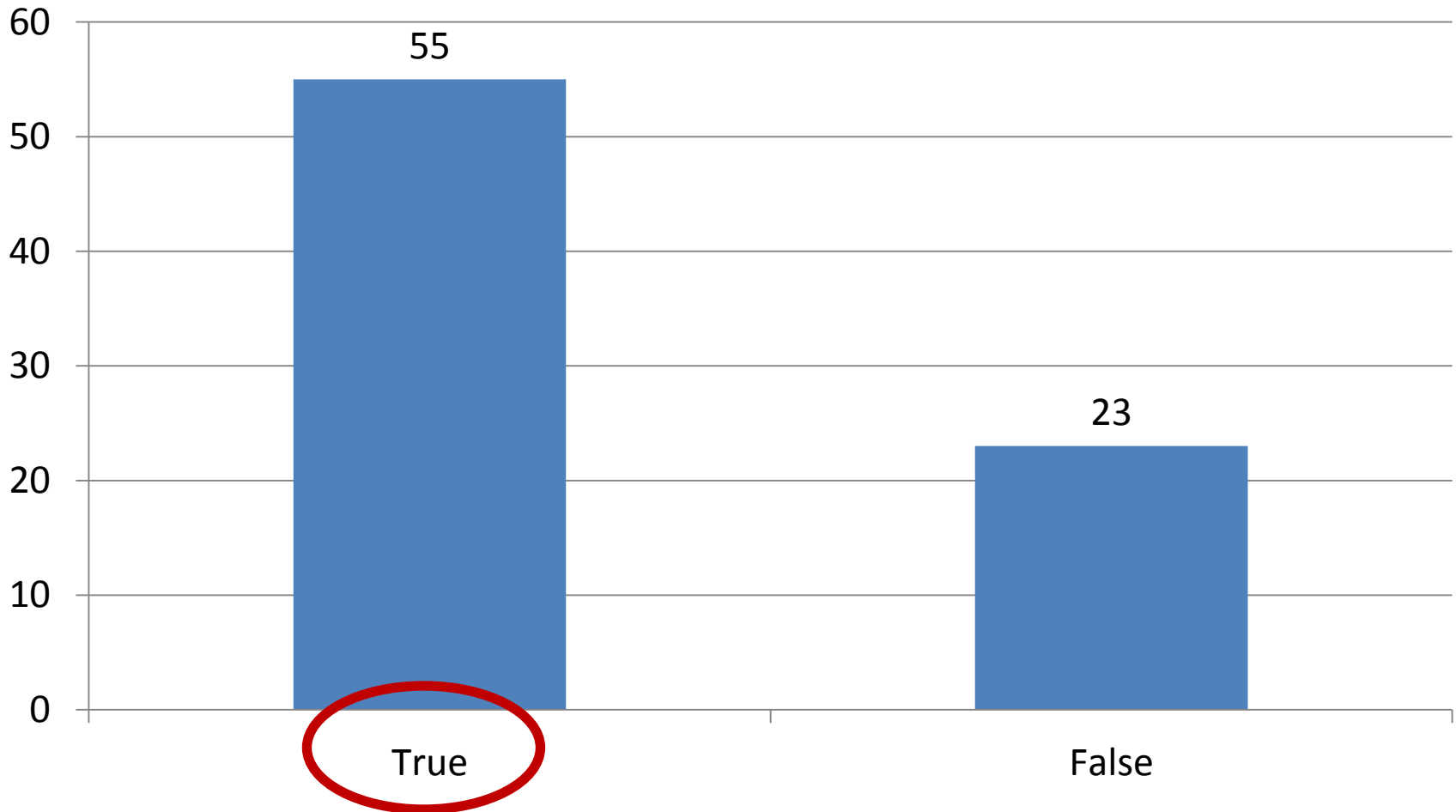


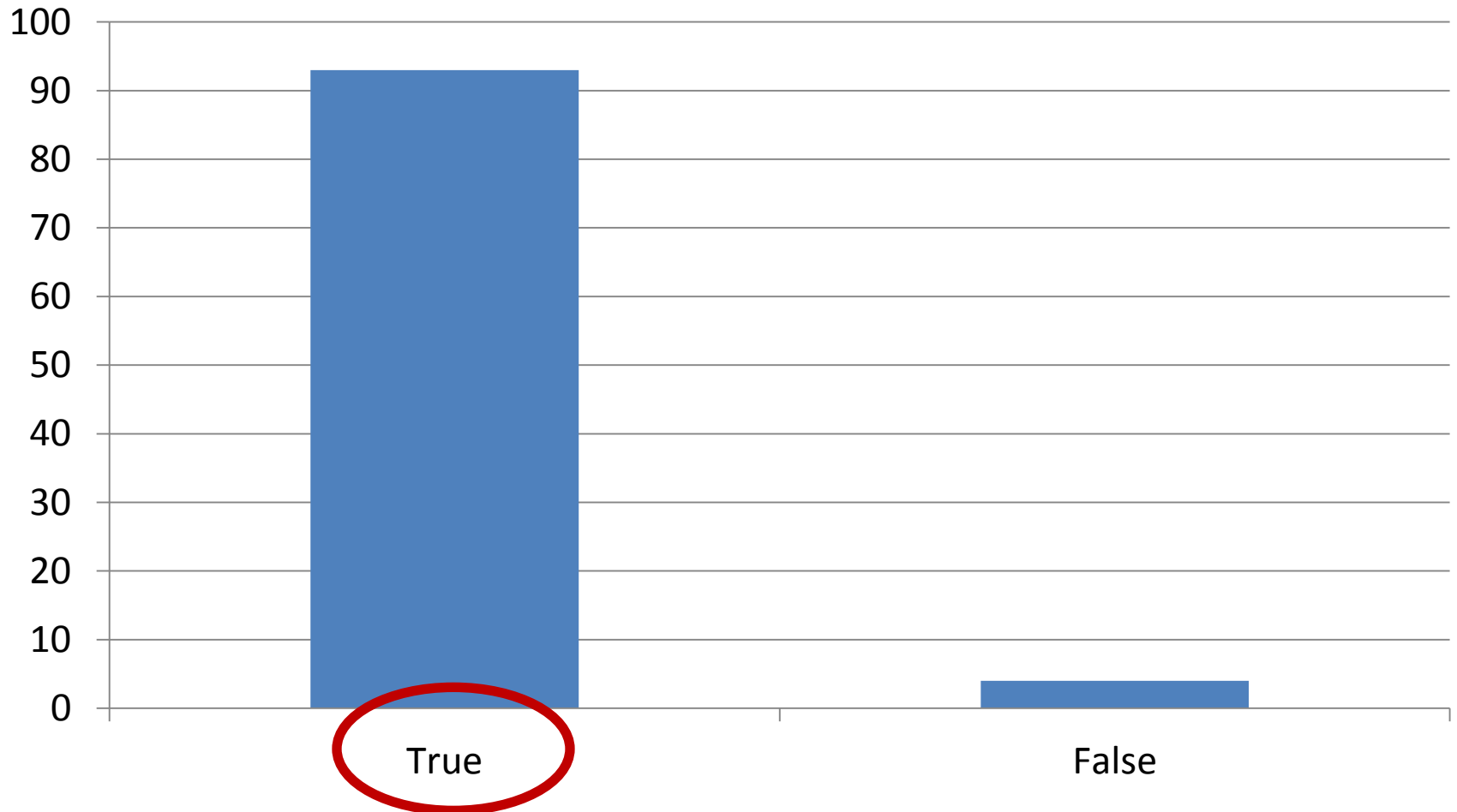
# With whom are you affiliated?



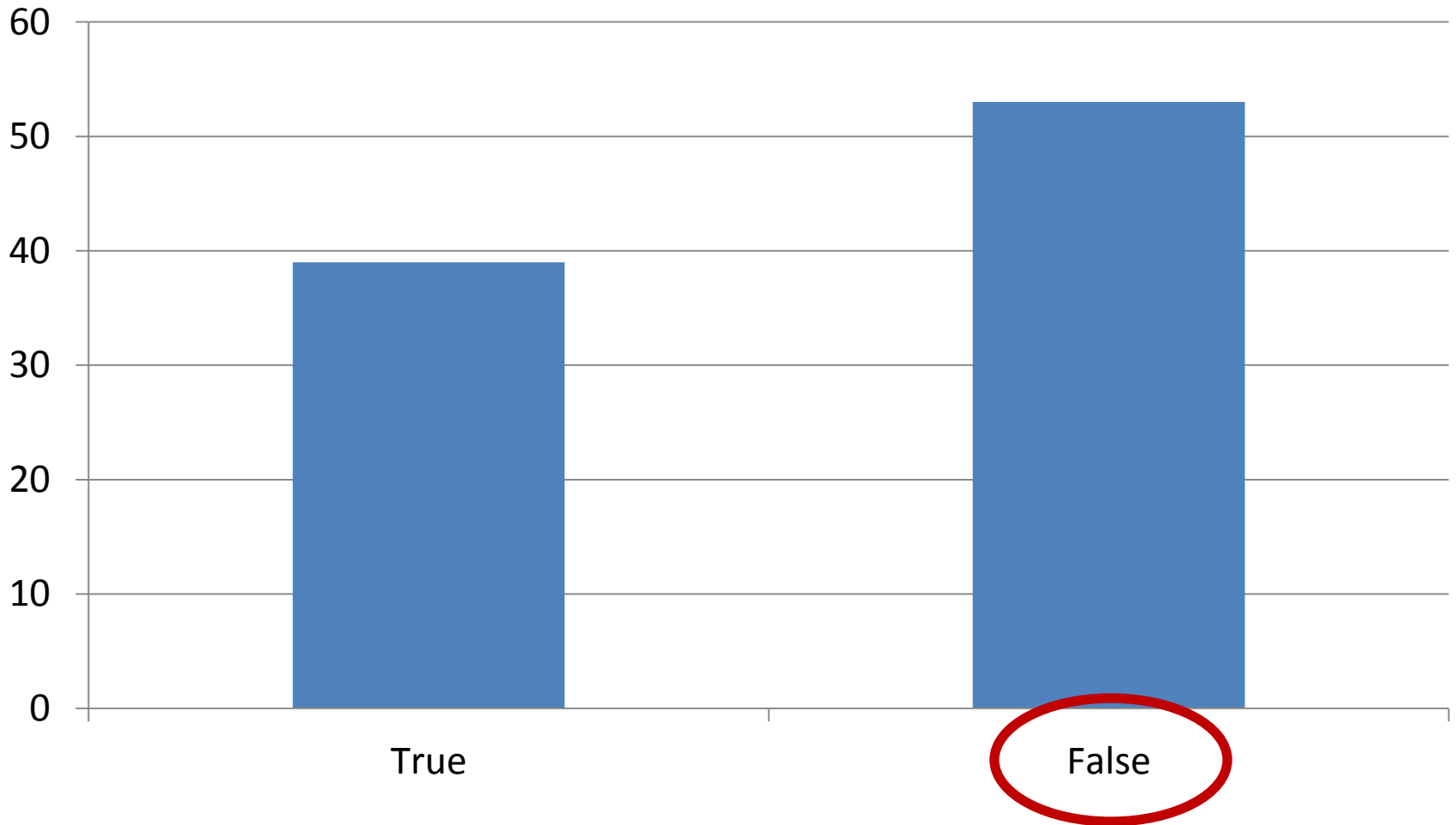
# True or False: People interpret uncertainty as ignorance.



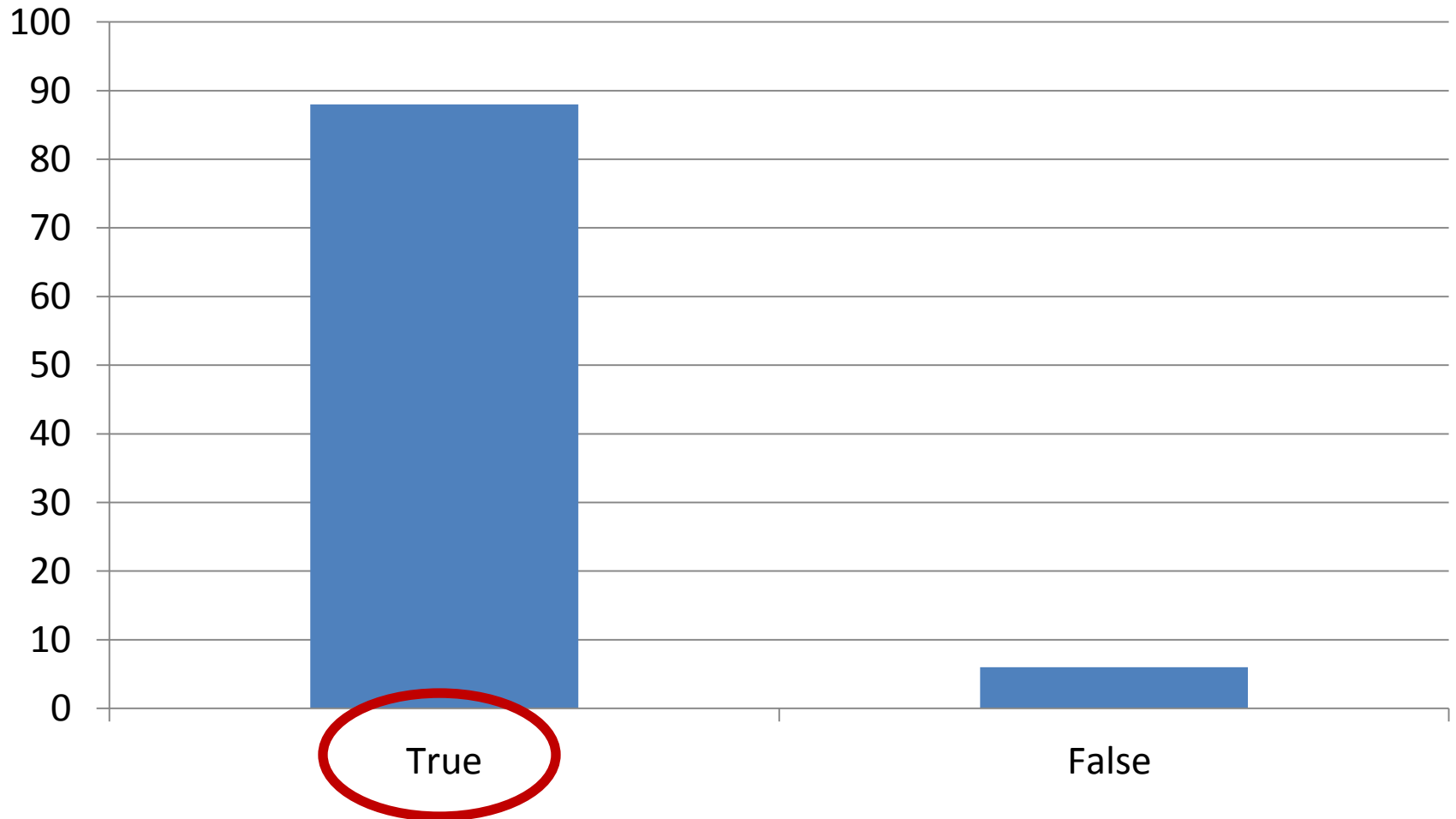
# True or False: People are uncomfortable with uncertainty.



# True or False: People do not accept the existence of risk.



# True or False: Trust is important if the message is to be believed.



# What would you like to see changed with current briefings? (i.e., content, timing, number, etc)

“we need more cowbell”

“emergency management only briefings”

“keep attendees muted through the call or teach them how to use the mute button”

“Three a day”

“more frequent during big events.”

“4 a day”

“more scenario based forecasts”

“. Very Early briefing when weather is coming during the day”

“more detail on hazards and risks”

“Lay person messaging for the first half of briefing, heavy science second half of briefing”

“mute all users”

“during event every 6 hours”

“two during events”

“briefing for gov and one for general.”

“yes, mute users”

“yes on the concise, forwardable email points.”

“more geographic briefings with local EMA's”

“better content and more frequent discussions”

“5 a day”

“MUTE MUTE MUTE”

“Advil for headaches”

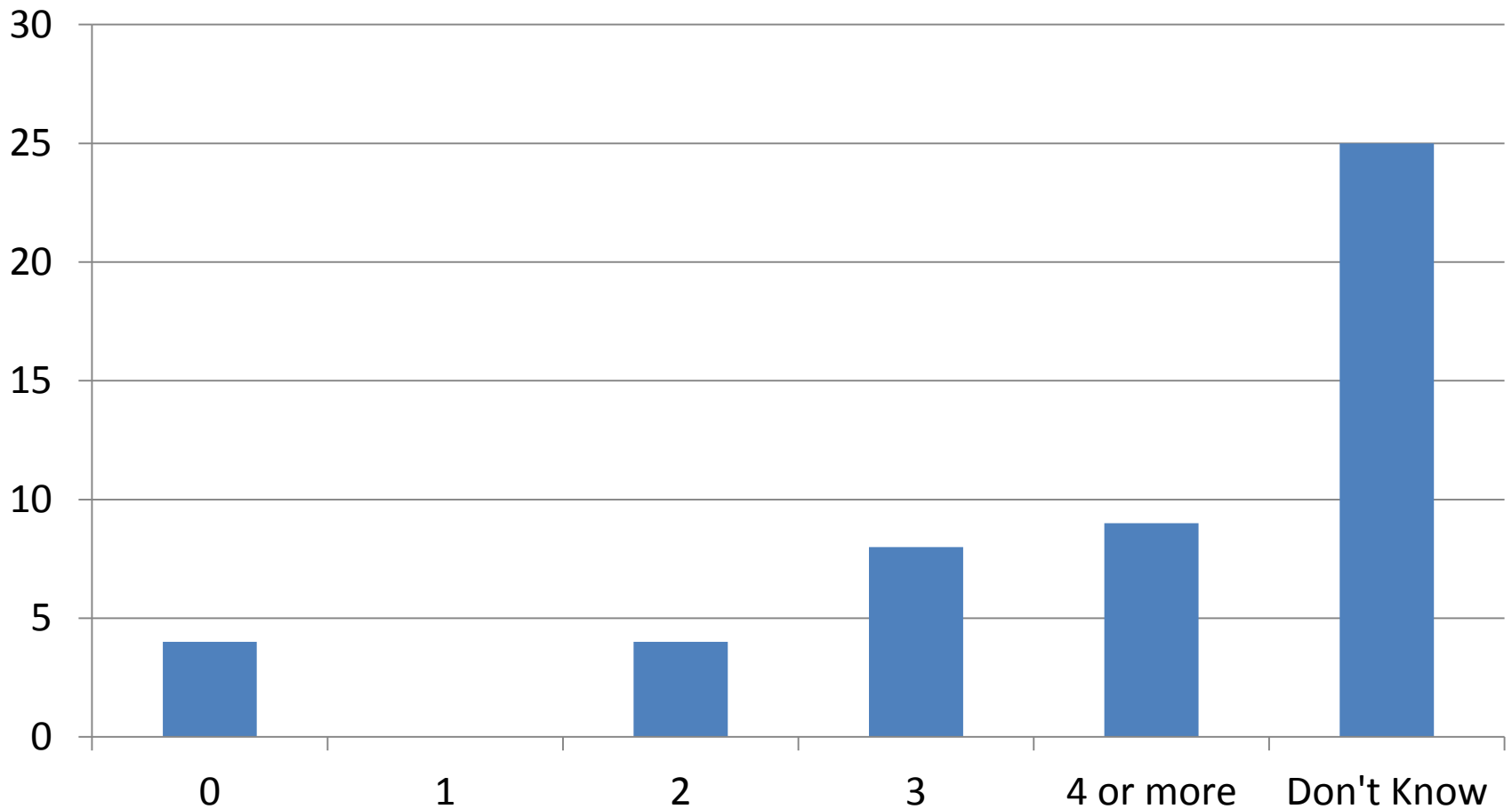
“let us know it's a very serious situation when warranted.”

“. Tell non-mutters it will be clear and sunny in their area”

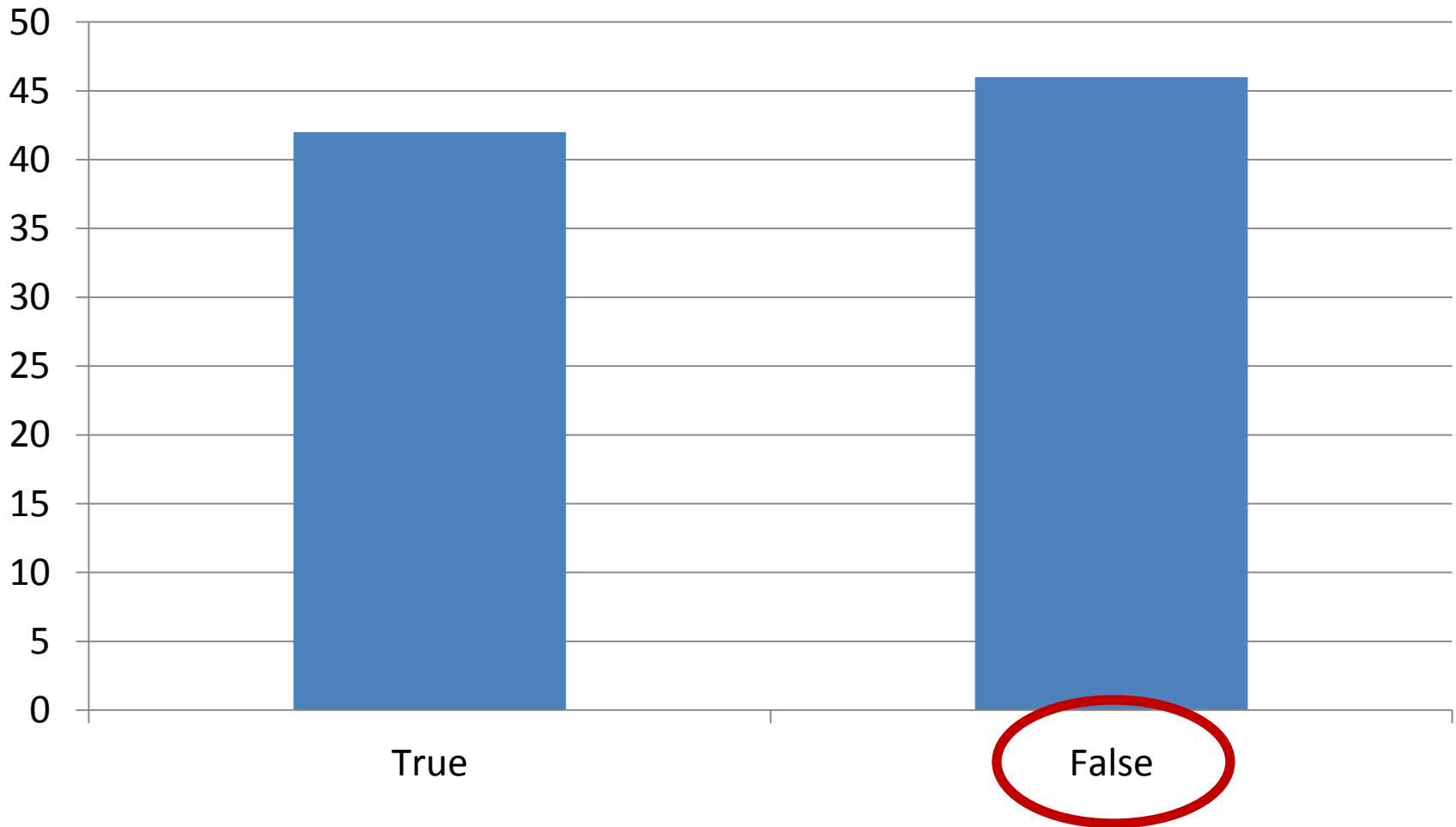
“Include decision makers' feedback how handling.”

“false”

How many snow/inclement weather days are built into your school system's schedule per year?

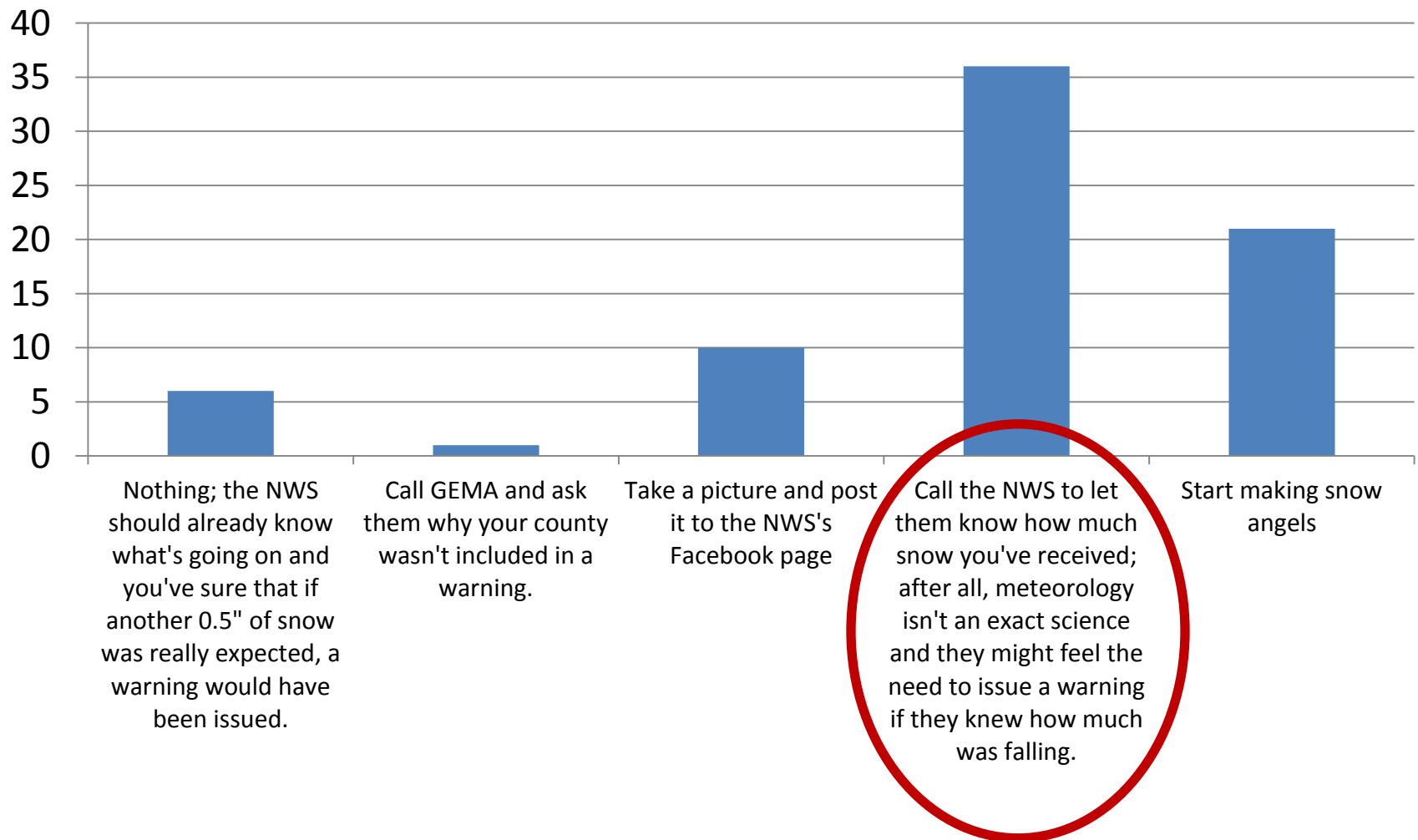


True or False: The most important part of a product is always the headline itself, i.e. “Winter Weather Advisory”





It is a Friday afternoon at 2:00 PM and you are concerned about rush-hour traffic. At 4:00 AM this morning, the NWS issued a Winter Weather Advisory for your county. It started snowing at about noon, and 1.5" of snow has accumulated outside of your EOC. It's still snowing. What would you do?



# True or False: You may still have impacts while under a Winter Weather Advisory

