

**NWS Kansas City / Pleasant Hill WFO**  
**Integrated Warning Team (IWT) Workshop: Using the**  
**Weather and Society \* Integrated Studies (WAS\*IS) Approach**

*January 21-23, 2009*

Wednesday, January 21

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**☞ Daily Theme: The Integrated Warning Team ☞**

- 8:45 a.m.     **Participants' Brief Introductions ... *Andy Bailey***
- Name, position, affiliation
- 9:00 a.m.     **Welcome and Vision for the Workshop ... *Andy Bailey (NWS Kansas City/Pleasant Hill WFO), Eve Gruntfest (University of Oklahoma), and Julie Demuth (NCAR)***
- Excitement of having us all here together, great possibilities for what we can accomplish working together as an IWT
  - Essential future of integrating meteorology and social sciences to improve our partnerships with each other and to better serve our users
- 9:30 a.m.     **Inspirations from Other IWT Members ... *Daniel Nietfeld (NWS Omaha/Valley WFO) and Nate Johnson (WRAL-TV)***
- The vision: the IWT as a well-oiled machine
  - Motivation from experiences in past events
  - Integrated partnerships as more than the sums of their parts
- 10:00 a.m.     **Component 1 of the IWT: Forecasters ... *Andy Bailey***  
Facilitator: Daniel Nietfeld  
Scribe: Kevin Barjenbruch
- Perspectives on their role in the IWT
  - Perceived challenges, constraints, concerns, and opportunities for working with media and emergency managers
  - Experience, knowledge, and opinions about building better relationships with each and better serving the general public
  - What they want out of the workshop and what they wish they could do better
- 10:30 a.m.     Break
- 10:45 a.m.     **Group Discussion about Forecasters' Roles in IWT**  
Facilitator: Daniel Nietfeld  
Scribe: Nate Johnson

- 11:15 a.m. **Component 2 of the IWT: Emergency managers ... *Chuck Magaha (Leavenworth County, KS)***  
Facilitator: Andy Bailey  
Scribe: Julie Demuth
- Perspectives on their role in the IWT
  - Perceived challenges, constraints, concerns, and opportunities for working with forecasters and media
  - Experience, knowledge, and opinions about building better relationships with each and better serving the general public
  - What they want out of the workshop and what they wish they could do better
- 11:45 a.m. **Group Discussion about Emergency Managers' Roles in IWT**  
Facilitator: Andy Bailey  
Scribe: Julie Demuth
- 12:15 p.m. Lunch
- 1:15 p.m. **Component 3 of the IWT: Media ... *Joe Lauria (Fox 4-TV)***  
Facilitator: Nate Johnson  
Scribe: Kevin Barjenbruch
- Perspectives on their role in the IWT
  - Perceived challenges, constraints, concerns, and opportunities for working with forecasters and emergency managers
  - Experience, knowledge, and opinions about building better relationships with each and better serving the general public
  - What they want out of the workshop and what they wish they could do better
- 1:45 p.m. **Group Discussion about Media's Roles in IWT**  
Facilitator: Nate Johnson  
Scribe: Kevin Barjenbruch
- 2:15 p.m. **Identifying Workshop Outcomes that Benefit Us All ... *Andy Bailey***
- YOUR thoughts about mutually beneficial workshop outcomes and goals
  - The power of having us all on the same page to move forward together better
  - Additional anonymous submission of ideas throughout the workshop
- 2:30 p.m. **Breakout Groups to Brainstorm about Workshop Outcomes**  
Facilitators/scribes:
- Group A: Eve Gruntfest / Nate Johnson
  - Group B: Julie Demuth / Daniel Nietfeld
  - Group C: Andy Bailey / Kevin Barjenbruch
- 3:15 p.m. **Report Back and Whole-group Discussion**
- 3:30 p.m. Break

- 3:45 p.m. **The Devil in the Details: A high-impact NC snow event ... *Nate Johnson***  
Scribe: [Gina Eosco](#)
- A 2005 winter weather event in North Carolina for which the forecast was really good ... but the societal impacts were really bad
  - What thoughts, ideas, questions, etc. can we take away from this event? What are the implications for if/when a similar type of event occurs here?
- 4:15 p.m. Discussion about the Devil in the Details  
Scribe: [Gina Eosco](#)
- 4:45 p.m. **End of Day 1 check-in ... *Andy, Julie, and Eve***
- What ideas or questions are coming up?
- 5:00 p.m. Adjourn for the day

## Thursday, January 22

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### Daily Theme: Integrating Meteorology and Social Sciences

- 8:00 a.m. **Overview of the Roles of Social Science and the State of Societal Response and Impacts ... *Eve Gruntfest and Julie Demuth***
- 8:15 a.m. **What Weather Forecast Information do People Get, Want, Need, Use, ... ? ... *Julie Demuth and Daniel Nietfeld***  
Scribe: [Kevin Barjenbruch](#)
- Survey-based research on people's (a) sources, perceptions, and uses of forecast information, and (b) perceptions, interpretations, and preferences for forecast uncertainty information
  - Discussion about what these findings mean to the IWT
- 9:15 a.m. **Societal Impacts of Weather: Understanding Public Response to Severe Weather Events ... *Havidan Rodriguez (University of Delaware)***  
Scribe: [Nate Johnson](#)
- Exploring public response and the household decision making process following a warning or hazard event
  - Examining the perceptions and knowledge of interviewees regarding common severe weather terminology
  - Developing predictive models based on research with emergency managers and the general public following severe weather events
- 10:15 a.m. Break

- 10:30 a.m. **Communication, Communication, Communication! Message Intent, Consistency, and Effectiveness ... *Gina Eosco (University of Oklahoma)***  
Scribe: Daniel Nietfeld
- Interview-based research on when forecast message intent doesn't match message design and implications for users' (mis)interpretations
  - Discussion about what these findings mean to the IWT
- 11:30 a.m. **Group Discussion about Morning Presentations**  
Facilitator: Julie Demuth  
Scribe: Nate Johnson
- Noon Lunch (and reminder about index cards for workshop outcomes)
- 1:00 p.m. **Societal Aspects of the 2008 Super Tuesday Tornado Outbreak ... *Julie Demuth and Kevin Barjenbruch (NWS Salt Lake City WFO)***  
Scribe: Andy Bailey
- Interview-based research on people's knowledge, perceptions, and decision-making during the Super Tuesday tornado outbreak
  - Discussion about what these findings mean to the IWT
- 2:00 p.m. **Confronting Prevailing Myths about Flash Flood Warnings and False Alarms ... *Eve Gruntfest***  
Scribe: Julie Demuth
- Survey-based research on flash flood warnings and false alarms; interview-based research on people's flood risk perceptions; observation-based research of people's behaviors; and a conceptual model for false alarms and close calls
  - Discussion about what these findings mean to the IWT
- 3:00 p.m. Break
- 3:15 p.m. **"Severe" Lessons and Policy Changes from a Neighboring Weather Forecast Office ... *Daniel Nietfeld***  
Scribe: Nate Johnson
- Siren policy changes made with local IWT partners after a missed event, and how these changes worked in a subsequent event
  - The Little Sioux Scout Camp as an example of unique challenges
  - Discussion about what these findings mean to the IWT
- 4:15 p.m. **Group Discussion about Afternoon Presentations**  
Facilitator: Gina Eosco  
Scribe: Nate Johnson
- 5:00 p.m. Adjourn for the day

Friday, January 23

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🌀 **Daily Theme: Moving Forward Together to Better Serve the Public** 🌀

- 8:00 a.m.     **Moving Forward Together! ... *Andy Bailey***
- The past two days have brought us here. There's so much potential but also a lot of work in moving forward together ... and it's a never-ending process!
  - Capitalizing on the small-group discussions today to think about the "internal" and the "external" communication
- 8:15 a.m.     **Small-group Discussions: "Internal" Communication Among IWT Members and Researchers**
- Facilitators/scribes:
- Group A: Eve Gruntfest / Nate Johnson
  - Group B: Daniel Nietfeld / Julie Demuth
  - Group C: Andy Bailey / Kevin Barjenbruch
- What works? What doesn't? What could be improved?
  - What additional weak links are in the chain?
  - What additional social science questions need to be explored?
- 9:15 a.m.     **Report Back and Whole-group Discussion**
- 10:15 a.m.    Break
- 10:30 a.m.    **Small-group Discussions: "External" Communication to Provide More Useful Information to Members of the Public**
- Facilitators/scribes:
- Group A: Eve Gruntfest / Nate Johnson
  - Group B: Julie Demuth / Daniel Nietfeld
  - Group C: Andy Bailey / Kevin Barjenbruch
- Moving forward, what do we as a team and as individual team members need to address to elicit a better response to warnings?
  - How can we do this better together?
- 11:15 a.m.    **Report Back and Whole-group Discussion**
- 12:15 p.m.    **Lunch**
- 1:15 p.m.     **Keeping the Energy and Collaborations Going! ... *Andy, Julie, and Eve***
- Moving forward, what additional challenges and opportunities do we as a team need to address among ourselves? How can we find ways to do that?
  - Continuing to build these relationships among IWT members and researchers (e.g., holding annual day-long workshops to discuss events or emerging issues)
  - Establishing mechanisms for regular communication and assessment (e.g., developing a post-event analysis advisory team)
- 2:45 p.m.     **Closing Remarks ... *Andy Bailey***
- 3:00 p.m.     Workshop adjourns