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APPENDIX 1

SCHEDULE I

QUICK RESPONSE MEDIA STUDY:
OPEN-ENDED INTERVIEW QUESTIONS FOR MEDIA

1. When and under what circumstances did you first hear of the current disaster event?
2. Would you please outline the activities you engaged in as part of covering this event.
3. What individuals (govt. officials, victims, relief workers, etc.) did you interview?
4. Why did you decide to interview these individuals?
5. Do you feel that you obtained an accurate picture of the disaster response through these interviews? Why/Why not?
6. What problems of behavioral and organizational response do you most worry about in the aftermath of a disaster (from the perspective of a citizen, media person)?
7. Which of these have you observed occurring during the current disaster event/aftermath?
8. Of those which have not occurred, why do you suppose they haven't this time?
9. How soon after impact did you get onsite? What did you see when you arrived?
10. How did this disaster differ/how was it similar to other disasters this area has suffered in the past?
11. What do your readers/viewers/listeners most like to read/see/hear about a disaster event?
12. Who, in your organization, decides what stories to investigate; to air/print?
13. Do you seek to develop disaster coverage that is primarily hard news or soft news? Why? Does the emphasis change over time? If so, in what way and why?
14. Which type (soft or hard) do you feel "sells" best? Why?
15. What do you believe determines how much of the news hole will be devoted to any particular news story? Why?

16. Who makes the ultimate decision (about the amount of news hole thus used)?
17. When and what was the last disaster this community suffered?
18. How many newspapers does this city have? What are they, where are they, phone?
19. How many TV/radio stations does this city have? Where, phone?
20. Who, in your city, manages the community response to disasters (LEMA, Mayor, PD, FD, RC, etc.)?
21. How often were you in contact with this organization/office during and after the current disaster?
22. Does your community have a written disaster plan, where is it, how often updated, do you have a copy, does your organization have a role in designing it/carrying it out?
23. Does your community hold practice sessions to try out the disaster plan? How often, when last?
24. Does your organization disseminate disaster preparation information to the general public during normal time? How often, when last, what type of info?

SCHEDULE II
QUICK RESPONSE MEDIA STUDY:
INTERVIEW QUESTIONS FOR COMMUNITY ORGANIZATIONS

1. When and how did you first hear of the current disaster event?
2. Would you please outline the activities you engaged in as part of covering this event.
3. Were you interviewed by the press? When, how often, by which forms of media (paper, TV, radio)?
4. Were press questions relevant to the current disaster? How so?
5. Who else did they interview?
6. How soon after impact did you get onsite? What did you see when you arrived?
7. How did this disaster differ/how was it similar to other disasters this area has suffered in the past?
8. What problems of behavioral and organizational response do you most worry about in the aftermath of a disaster?
9. Which of these have you observed occurring during the current disaster event/aftermath?
10. Of those which did not occur this time, to what would you attribute their non-occurrence?
11. When and what was the last disaster this community suffered?
12. Who, in you city, manages the community response to disasters (CD, Mayor, PD, FD, RC, etc.)?
13. Is there a written disaster plan? Practice it? When last/how often?
14. How often were you in contact with the PD, FD, RC/SA, CD, etc., during this disaster event?
15. Do the local media disseminate disaster plan info to the public during normal time? What kind of info, how often, when last?

APPENDIX 2

CONTENT ANALYSIS FORMS

Broadcast News

Network/Station:

Date/Time:

Reporter(s):

Location of Segment:

Disaster Period:	pre-impact	impact	post-impact
News Type:	hard	soft	mix
Story Orientation:	behavior	damage	organizational acts
	weather	info	hurricane history
	human interest		mixture

Video:

Audio:

Accurate PortrayalsMythical Portrayals

Panic
 Looting
 Price Gouge
 Martial Law
 Psych Depend
 Other Deviance
 Other Selfish
 Exagg. Evac.
 Exagg. Shelter
 Exagg. Damage
 Exagg. Injury
 Exagg. Death
 Exagg. Weather
 Dis. Shock
 Contagion
 Rational Behavior
 Dis. Subculture
 Altruism

Newspaper

Newspaper:

Page:

Title:

Staff/Wire Service:

Reporter:

Column Inches:

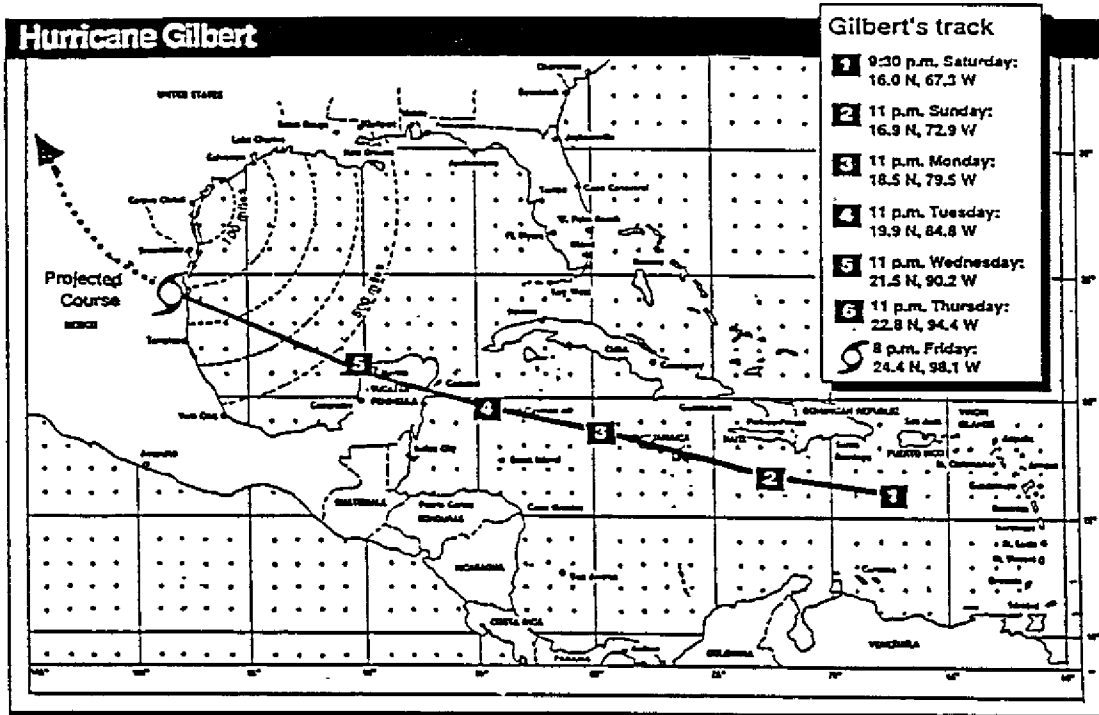
Disaster Period:	pre-impact	impact	post-impact
News Type:	hard	soft	mixture
Story Orientation:	behavior	damage	organization
	weather	info	history
	human interest		mixture

Accuracy**Myth**

Panic
 Looting
 Price Gouge
 Martial Law
 Psych Depend
 Other Deviance
 Other Selfish
 Exagg. Evac.
 Exagg. Shelter
 Exagg. Damage
 Exagg. Injury
 Exagg. Death
 Exagg. Weather
 Dis. Shock
 Contagion
 Rational Behavior
 Dis. Subculture
 Altruism

APPENDIX 3

HURRICANE GILBERT'S PATH



APPENDIX 4

TABLE 1
 FREQUENCY DISTRIBUTION FOR BROADCAST NEWS DESCRIPTORS
 (N = 243 unless otherwise noted)

<u>News Source</u>		
Local TV	39%	(95)
Network TV	<u>61%</u>	(148)
	100%	
<u>Broadcast Origin</u>		
Brownsville	4%	(9)
Corpus Christi	10%	(23)
Houston	25%	(63)
Network TV	<u>61%</u>	(148)
	100%	
<u>Disaster Period</u>		
Pre-Impact	52%	(126)
Impact	22%	(54)
Post-Impact	<u>26%</u>	(63)
	100%	
<u>News Type</u>		
Hard	13%	(32)
Soft	24%	(59)
Mix	<u>63%</u>	(152)
	100%	
<u>Story Orientation or Slant</u>		
Behavior	42%	(103)
Weather	28%	(68)
Human Interest	1%	(3)
Damage	16%	(39)
Information	4%	(10)
Organizations	3%	(6)
Storm History	3%	(8)
Mix	<u>3%</u>	(6)
	100%	

TABLE 2
INCIDENCE OF DISASTER MYTHS IN BROADCAST MEDIA NEWS
(N = 243 totaled across the rows)

	<u>Accurate</u>	<u>Myth</u>	<u>Nothing</u>
Panic	0% (0)	1% (2)	99% (241)
Looting	0% (0)	5% (13)	95% (230)
Price Gouging	0% (0)	2% (5)	98% (238)
Evacuation	8% (20)	14% (33)	78% (190)
Sheltering	3% (7)	5% (12)	92% (224)
Injury/Death	3% (8)	0% (0)	97% (235)
Damage	19% (46)	3% (7)	78% (190)
Behave Rational	19% (46)	1% (1)	80% (196)
Dis. Subculture	7% (16)	1% (2)	92% (225)
Altruism	3% (8)	0% (0)	97% (235)

TABLE 3
ANALYSIS OF BROADCAST NEWS PROGRAMS

	<u>Network TV</u>	<u>Local TV</u>
Prominent Appearance of Myths	53% (10)	18% (2)
Non-Prominent Myth Appearance	21% (4)	18% (2)
No Myth Appearance	26% (5)	64% (7)
	<hr/> 100% (19)	<hr/> 100% (11)

TABLE 4
STORY LINE DIFFERENTIATED BY BROADCAST NEWS SOURCE
(Total N = 243 unless otherwise noted)

	<u>Local TV</u>	<u>Network TV</u>
Behavior	54% (51)	35% (52)
Weather	22% (21)	32% (47)
Damage	8% (8)	21% (31)
Info/Organizations	12% (12)	3% (4)
Misc.	<u>4% (3)</u>	<u>9% (14)</u>
	100% (95)	100% (148)

TABLE 5
INCIDENCE OF MYTHS DIFFERENTIATED BY BROADCAST NEWS SOURCE
(Total N = 243 unless otherwise noted)

	<u>Local TV</u> (N=95)		<u>Network TV</u> (N=148)	
	<u>Acc</u>	<u>Myth</u>	<u>Acc</u>	<u>Myth</u>
Panic	0%	2%	0%	0%
Looting	0%	5%	0%	5%
Price Gouging	0%	2%	0%	2%
Evacuation	14%	11%	5%	16%
Sheltering	3%	2%	3%	8%
Injury/Death	5%	0%	2%	0%
Damage	11%	0%	24%	5%
Behave Rational	30%	0%	12%	1%
Dis. Subculture	10%	0%	5%	1%
Altruism	7%	0%	1%	0%
	<hr/>	<hr/>	<hr/>	<hr/>
	80%	22%	52%	38%

TABLE 6
 FREQUENCY DISTRIBUTION FOR PRINT MEDIA NEWS DESCRIPTORS
 (N = 311 unless otherwise noted)

<u>News Source</u>		
Staff	88%	(273)
Wire Services	<u>12%</u>	(38)
	100%	

<u>Newspaper Origin</u>		
Brownsville	11%	(33)
Corpus Christi	14%	(42)
Galveston	39%	(122)
Houston	<u>36%</u>	(114)
	100%	

<u>Disaster Period</u>		
Pre-Impact	57%	(178)
Impact	13%	(42)
Post-Impact	25%	(77)
Mix	<u>5%</u>	(14)
	100%	

<u>News Type</u>		
Hard	60%	(187)
Soft	34%	(105)
Mix	<u>6%</u>	(19)
	100%	

<u>Story Orientation or Slant</u>		
Behavior	29%	(89)
Weather	10%	(30)
Human Interest	5%	(16)
Damage	11%	(34)
Information	13%	(41)
Organizations	29%	(89)
Storm History	1%	(3)
Mix	<u>2%</u>	(9)
	100%	

TABLE 7
INCIDENCE OF DISASTER MYTHS IN PRINT MEDIA NEWS
(N = 311 totaled across the rows)

	<u>Accurate</u>	<u>Myth</u>	<u>Nothing</u>
Panic	1% (4)	4% (13)	95% (294)
Looting	2% (7)	7% (21)	91% (283)
Price Gouging	2% (6)	3% (10)	95% (295)
Evacuation	13% (39)	3% (8)	84% (264)
Sheltering	3% (8)	3% (10)	94% (293)
Injury/Death	9% (28)	0% (0)	91% (283)
Damage	15% (46)	1% (1)	84% (264)
Behave Rational	19% (59)	2% (5)	79% (247)
Dis. Subculture	6% (18)	0% (0)	94% (293)
Altruism	6% (20)	1% (1)	93% (290)

TABLE 8
ANALYSIS OF BROADCAST NEWS PROGRAMS & DAILY NEWSPAPERS

	<u>Network TV</u>	<u>Local TV</u>	<u>Print</u>
Prominent Appearance of Myths	53% (10)	18% (2)	22% (4)
Non-Prominent Myth or No Myth Appearance	47% (9)	82% (9)	78% (14)
	<hr/> 100% (19)	<hr/> 100% (11)	<hr/> 100% (18)

	<u>National TV</u>	<u>Local Media</u>
Prominent Appearance of Myths	53% (10)	21% (6)
Non-Prominent Myth or No Myth Appearance	47% (9)	79% (23)
	<hr/> 100% (19)	<hr/> 100% (29)

TABLE 9
STORY LINE DIFFERENTIATED BY PRINT NEWS SOURCE
(Total N = 311 unless otherwise noted)

	<u>Staff</u>	<u>Wire Services</u>
Behavior	31% (85)	11% (4)
Weather	8% (22)	21% (8)
Damage	9% (24)	26% (10)
Info	13% (35)	16% (6)
Organizations	31% (84)	13% (5)
Misc.	<u>8% (23)</u>	<u>13% (5)</u>
	100% (273)	100% (38)

TABLE 10
INCIDENCE OF MYTHS DIFFERENTIATED BY PRINT MEDIA NEWS SOURCE
(Total N = 311 unless otherwise noted)

	<u>Staff</u> (N=273)		<u>Wire Service</u> (N=38)	
	<u>Acc</u>	<u>Myth</u>	<u>Acc</u>	<u>Myth</u>
Panic	2%	5%	0%	0%
Looting	3%	7%	0%	5%
Price Gouging	2%	3%	0%	3%
Evacuation	14%	2%	5%	5%
Sheltering	3%	3%	0%	5%
Injury/Death	8%	0%	16%	0%
Damage	15%	0%	16%	3%
Behave Rational	21%	2%	5%	3%
Dis. Subculture	7%	0%	0%	0%
Altruism	7%	0%	5%	3%
	<hr/>	<hr/>	<hr/>	<hr/>
	82%	22%	47%	27%

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