

Senior Scholar Projects for 2022

Grants were awarded to two Senior Scholar projects for 2022. Each Senior Scholar project was eligible for a grant of up to \$5,000.

Project #1

Carolyn A. Lin, University of Connecticut



“Assessing the Effectiveness of Interactive Disaster Communication: Piloting a Storm Preparedness Mobile App”

Abstract: Coastal communities along the Atlantic Ocean and Mexican Gulf from Maine to Texas face the constant threat posed by severe storms and hurricanes annually. When a severe storm or hurricane makes landfall, strong wind, heavy rain, storm surge and/or flooding can cause devastating and long-lasting damage to local infrastructures, ecological systems, businesses and economy as well as institutions, residential homes and lives of a community. As a case in point, many residents and communities on the Gulf coast and the Northeastern region have yet to fully recover from the impact of the 2005 *Hurricane Katrina* and the 2012 *Hurricane Sandy*, respectively.

The risk communication literature on weather hazard tends to address storm information-seeking and -sharing behavior as well as responses toward different types of emergency risk information. By comparison, the environmental risk literature usually focuses on disaster preparedness strategies and policies without examining risk communication theories and research. Furthermore, a risk communication app that could help motivate and make disaster preparedness more accessible and efficient is also lacking.

The proposed project intends to bridge the gap between theory and practice by testing a disaster- preparedness mobile app prototype, developed as a tool to engage and motivate the public to adopt preparedness behavior. This mobile app is designed to engage the public in risk communication, threat assessment, and preparedness action in response to a severe weather hazard. Its innovative design integrates various disparate preparedness resources for access on a single handset. The study will adopt a pretest-posttest design and invite participants to download and interact with the alpha and beta prototypes between measures in two separate studies. Study findings will increase our understanding of the role of risk communication in promoting disaster preparedness as well as contribute to the emerging theoretical and empirical literature in this important domain.

Project #2

Kimberly Mack, University of Toledo



“Rock Criticism in Black and Brown Publications”

Abstract: Kimberly Mack’s *The Untold History of American Rock Criticism* will offer a book-length alternative history of rock music writers and writing, documenting the impact Black, Indigenous, and People of Color and white women writers had on the development of rock criticism and journalism, rock music, and American cultural history during the 1960s and 1970s. The project for which she is receiving funds from AEJMC is chapter four of her book, “Rock Criticism in Black and Brown Publications.” She will use the grant to pay for travel to visit the Rock & Roll Hall of Fame Library and Archives in Cleveland, Ohio, and the Center for Black Music Research-Columbia College Chicago and the Harold Washington Library Center in Chicago, Illinois.

Chapter four focuses on the Black and other non-white writers – such as Earl Calloway, a Black writer at *The Chicago Defender* who wrote about rock during the 1970s, and Phyl Garland, a long-time scribe at *Ebony Magazine* who also happened to be the first woman and first African American tenured at the Columbia University Graduate School of Journalism in 1981 – who contributed their rock writing to Black and brown publications (Dyer). This chapter considers the ways in which non-white, male writers at these outlets approached writing about rock for Black and People of Color audiences. Did they feel the burden to prove their legitimacy in the same ways that women and non-white writers at *Creem* or *Rolling Stone* might? And why are these writers erased from the rock criticism canon?