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Date: 2/24/2016 4:30:57 PM

Subject: invitaiton for research study on SC Flood at USC, School of Journalism, PR
sequence professors

Attachments: [Research questions_interview_Guide_finalVersionfeb18.docx](#)
[LetterInvitation_interview_studysocialmedia_flood_USC.pdf](#)

Dear Chaney:

It was nice speaking with you on the phone this afternoon. We are very excited that the Governor's Office might participate in our study about the SC Flood disaster and crisis communication. You will find our invitation letter describing that we would like a short interview on the phone or in person with you as the Social Media Manager, and we of course would welcome the participation of Rob Godfrey or others in the Governor's Public Information Office who might have input on the flood response.

You will also find attached the list of questions we have been using to guide interviews. It is a flexible list and we may jump around as the conversation flows, but we just use this as a framework for the discussion. I'll also post an email invitation we'd sent to Rob Godfrey, but I know he has been too busy to respond with the SC Primary and endorsement events, so it's just so we can circle back about the project with him if necessary. Since you do social media now, in coordination with that office and Governor Hailey, your input would be highly relevant to our study even if Rob can't participate. We would love to have your insight!!!

Thank you!

My best wishes,

Dr. Bowen (and with Dr. Lovari copied)

Dr. Shannon A. Bowen
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Good afternoon Rob Godfrey,

We are contacting you to kindly ask you to participate in a research study because of your role as Deputy Chief of Staff (Communications and External Affairs) at the Office of the Governor Haley.

We selected you because your Office took a very active and relevant role in communicating during the massive flood that affected Columbia and several regions of South Carolina in October 2015, using social media in order

to convey information to publics and interact with mass media.

This study is conducted by Dr. Alessandro Lovari, visiting scholar at University of South Carolina and Dr. Shannon A. Bowen, Professor, University of South Carolina. It is a private, non-funded research study in which we will keep your personal name and identifying factors confidential, but we would report the main insights at a PR conference in early March and in a journal publication (such as *the Journal of Public Affairs* or other PR journals).

The purpose of this research is to understand the role of social media during emergency management and disaster relief. In particular, this study focuses on the role of Twitter and other social media as used by government official and public sector agencies and organizations as part of a crisis management communication activity.

We would need only twenty minutes of your precious time for an in-depth interview that will be conducted among state officials and communication or public relations specialists in order to advance our understanding of strategic social media use for emergency management. The interview will be conducted in person, by telephone, or using a VoIP service, such as Skype, and it would be scheduled at your convenience. The confidential interviews will be audio-recorded and transcribed to assist with data analysis, in accordance with the highest ethical standards for the protection of human subjects.

Any other questions about the research can be addressed to Dr. Bowen at sbowen@sc.edu and scheduling interview matters can be addressed to me, Dr. Lovari at lovaria@mailbox.sc.edu or (765) 337-7163. The official letter of invitation is attached in this email.

We look forward to receiving your reply and the possible availabilities for scheduling an interview time. Your observations can help improve future disaster preparedness and communication in our community.

Thank you so much for your time and consideration.

Best regards,
Dr. Alessandro Lovari,

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