

# AMS-NWA Memphis Chapter

## Meeting Minutes

May 16, 2023

### Opening

The May business meeting of the AMS-NWA Memphis Chapter was called to order at 7:00pm on May 16, 2023 by President Dorian Burnette.

### New Business

- The Treasurer's Report was given by Erik Proseus. The scholarship fund balance is \$1,253.29. The general checking account balance is \$1,128.46. Dues can be paid and scholarship donations made on our website ([www.amsmemphis.org](http://www.amsmemphis.org)).
- Multiple applications have been received for the Tom Salem Scholarship. A scholarship committee will be convened in the coming weeks to choose a recipient. Members were asked to volunteer if they are interested in being a member.
- Nominations for chapter officers for 2023-2024 can be sent to Secretary Erik Proseus, who will compile nominations and conduct the vote electronically in the next week.

### Presentation

Our virtual speaker for the evening was Dr. Cory Armstrong, Associate Dean for Research and Faculty Affairs and Lawrence L. and Ruth E. Pike Professor in Journalism at the University of Nebraska-Lincoln. Her presentation was entitled "While you were sleeping: Time, place and comprehension barriers to receiving impending severe weather warnings." Dr. Armstrong reviewed the results of her grant-funded study conducted in the Memphis County Warning Area (CWA) on barriers to receiving weather warnings information. Topics of the study included questions on the effectiveness of certain warning graphics published by the National Weather Service, information sources utilized by participants (including by time of day), and participant comprehension of key weather terms. 679 people were surveyed with a roughly even split between rural and urban respondents.

Relating to the effectiveness of watch and warning graphics, participants focus on the graphics tended to be primarily on the "when" information, followed by the "what" (threats), and "where." With regards to questions on warning lead time, most respondents indicated that less than 15 minutes of lead time would be sufficient to prepare for the oncoming threat, while some indicated that they were already "prepared." Television remains the most common media use for severe weather information, while text-based phone alerts and sirens also ranked fairly highly in survey results. However, it was noteworthy that electronic media (social media and phone apps) and web-based searches tended to be used more prominently by those with higher education and the younger respondents. When asked about watch/warning/advisory terminology, about 70% of

participants were able to correctly identify all or part of the definition for a warning, while they struggled with advisories.

Finally, in attempting to determine what predicts people's preparedness levels, it was determined that people who are more engaged and informed about weather, as well as those who express more fear about weather tend to be the most prepared, while people that are more established in a community (by length of time spent in the area) tend to be less prepared. Other takeaways from the study include that finding ways to reach people at night is a challenge, more warning time is not necessarily better, and more information provided to the public means better decision-making.

### **Adjournment**

There being no further business, the meeting was adjourned at 8:20pm by President Dorian Burnette.

Minutes submitted by: Erik Proseus, Secretary

Approved by: Dorian Burnette, President