



## Journal of Public Interest Communications

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### Editor's Essay

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Welcome to my first issue of the *Journal of Public Interest Communications*! I am excited to see where this adventure takes us. I believe *JPIC* can fill a great void in our current literature and create a publishing venue with a focus on research that addresses, examines, encourages, and engages the intersections among communication, social sciences, and the public good.

The articles published in *JPIC* should work to connect what we aspire to do with what we can do. By finding and publishing research with real-life impact that moves beyond talking scholar-to-scholar and invites the professional community to join the conversation, the journal will focus on research with practical applications that help create policy and/or behavioral change.

I believe *JPIC* will be the premier, peer-reviewed journal related to communication theory and practice for the public good. As editor, I want the journal to be read and understood by academics and practitioners alike and be a useful resource for them. In order to do such work, the journal must become a venue for highlighting innovative research; critically examining emerging issues, trends, challenges, and opportunities; and reporting on studies of impact in the areas of public interest communication and the public good. Similarly, as editor, I encourage the submission of projects, research, practice, resources, and ideas that spans diverse participants, organizations, disciplines, and sectors. Ideally, submissions will reflect engagement, cooperation, and/or inclusion and will span all types of research methods such as traditional quantitative and qualitative research as well as description and analysis, documentation, evaluation, inquiry, and critique. By integrating many types of research, my hopes as editor are to disseminate knowledge which deepens readers' engagement with civic life and the public good.

*\*Please send correspondences about this article to Brigitta Brunner, School of Communication & Journalism, E-mail: [brunnbr@auburn.edu](mailto:brunnbr@auburn.edu). Copyright Brunner 2017. This work is licensed under the Creative Commons Attribution-NonCommercial 3.0 United States License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/3.0/us/> or send a letter to Creative Commons. PO Box 1866 Mountain View, CA 94042, USA.*

This issue consists of three research articles and one practitioner interview. The articles examine such diverse topics as the effects of disaster cli-fi films on environmental attitudes, trolling in the digital public sphere, and underserved groups' technology use as related to health information. Managing Editor, Kelly Chernin, Ph.D. interviewed Chenjerai Kumanyika, Ph.D., co-host of the podcast *Uncivil*. In the interview, Kumanyika speaks about his ideas for creating and sustaining change for issues and causes through the use of media such as podcasts. I have found these articles and the interview to be inspiring and thought provoking. I hope you enjoy reading them as much as I have.