



INTERNATIONAL
**CRISIS & RISK
COMMUNICATION**
CONFERENCE

March 9-11, 2020 • Orlando, Florida



**Nicholson School of
Communication and Media**

UNIVERSITY OF CENTRAL FLORIDA





BRIDGING THE CULTURE GAP IN CRISIS AND RISK COMMUNICATION

Welcome!

On behalf of the Nicholson School of Communication and Media, we are pleased to welcome you to the University of Central Florida for the ninth annual International Crisis and Risk Communication Conference (ICRCC). The 2020 conference presenters are comprised of thought leaders and practitioners in crisis and risk communication who represent a wide range of knowledge, insights and best practices from the United States and countries around the world.

The idea for an international crisis and risk communication conference was born from a desire to create a forum for academic scholars and professional practitioners from around the world to come together to share research findings, lessons learned from field experience, and concepts gleaned from scholarship. We strive to provide a place to facilitate the exchange of ideas from diverse perspectives.

Our conference planning team and event staff have worked to ensure that your experience is comfortable. We are glad that you are here.

Regards,

Robert Littlefield, Ph.D.

Director, Nicholson School of
Communication and Media

Boyd Lindsley, Ed.D.

Deputy Director, Nicholson
School of Communication and Media

Deanna Sellnow, Ph.D.

Professor, Nicholson School
of Communication and Media

Timothy Sellnow, Ph.D.

Professor, Nicholson School of
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Accommodations and Meals

Hotel

The conference will be held at Marriot Orlando Downtown and is located at 400 West Livingston Street, Orlando, FL 32801.

Smoking Policy

Marriott Orlando Downtown is a 100% non-smoking hotel. A fee of up to \$250 will be assessed for smoking in a nonsmoking room.

Please ask the Front Desk for locations of designated outdoor smoking areas.

Whova App



To provide a more interactive experience for all attendees, the conference is using the Whova event management app for smartphones. The app will allow you to access an interactive agenda, receive announcements and updates, give session feedback and network with other attendees.

To use the app:

1. Download the free app from Google Play or Apple App Store.
2. Sign up using the email address you used to register for the conference. If you use another email address, you will be prompted for the invitation code "icrcm."
3. Search for "ICRCC 2020" and add to your events.
4. If you have problems accessing the app, contact Dorothy Loman or any event team member.

Conference Dining

Breakfast

A breakfast buffet is included for those staying at the conference hotel and is served from 6 to 10 a.m. daily at the Shade Bar and Grill.

Lunch

Lunch is included in the conference fee on both conference days, Tuesday, March 10 and Wednesday, March 11.

Additional Dining Options

Complimentary coffee and candy bar are available to conference guests in the ICRCC hospitality suite located in Ascension C.

Choose the logistics icon of the Whova app for additional dining options.

Driving and Parking

All ICRCC sessions will be held at the host hotel where parking is discounted to \$16.

Ground Travel

Taxi service is available from level 1 of the Orlando International Airport (MCO). Taxi to the conference hotel will cost approximately \$50.

Taxi service from the Orlando Sanford International Airport (SFB) to the conference hotel will cost approximately \$44.

Uber and Lyft are other options for traveling to and from the airports.

Climate

Orlando's average daytime temperature in March is 77°F (24°C), but please note that temperatures in the meeting rooms can fluctuate. Please note that if weather permits, the conference will include an outside reception.

Keynote Speakers



Larry Kopp

Founder/President, TASC Group

Date: Tuesday, March 10, 2020

Time: 8:45 a.m.

Location: Ascension Salon A/B

Title: Building and Managing a National High-Profile Crisis Communications Campaign

A key client gets caught up in a high-profile national crisis. How do you react?

Using Felicity Huffman and her involvement in the Varsity Blues college fraud case as a case study, we will examine how to build a national crisis communications campaign from the ground up. With the end goal of restoring your client's reputation in mind, we will focus on the strategic decisions that determine your client's public perception and ways to leverage the proper tools to shape the media narrative.



Frank Smyth

CEO, Global Journalist Security

Date: Wednesday, March 11, 2020

Time: 10 a.m.

Location: Ascension Salon A/B

Title: Communication Under Siege: The Story of Steven Sotloff

Journalists are targeted with alarming frequency around the world. Local journalists are murdered with near blanket impunity. International journalists are sometimes taken hostage and murdered, too. One of the latter was Steven Sotloff, a University of Central Florida Nicholson School of Communication and Media graduate. His story is instructive in more ways than one. His message remains one of tenacity and hope.

2020 Award Recipients

Bridge Award for Excellence in Strategic Communication Research

Reception **Date:** Monday, March 9, 2020 **Time:** 6 p.m. **Location:** Garden Terrace



Dr. Bengt Johansson is a professor in Journalism and Mass Communication at the Department of Journalism, Media and Communication (JMG), University of Gothenburg in Sweden. He received his Ph.D. in 1998, with a thesis on local media and opinion formation. His research interest is mainly focused on different aspects of risk and crisis communication (political scandals, news media and crisis reporting, citizen's risk perception and crisis response), political communication (election news coverage, political advertising and opinion formation) and journalism (professional identities, news evaluation and sociology of news). He is currently project leader of a project in crisis communication funded by the Swedish civil contingencies agency (MSB) – Crisis Communication and Societal Trust in the Multi-Public Society – where the aim is to study short and long-term effects of trust related to crisis communication.

Outstanding Crisis and Risk Practitioner Award

Lunch **Date:** Tuesday, March 10, 2020 **Time:** 12 p.m. **Location:** Ascension Salon A/B

The 2 Lives Steven Joel Sotloff Memorial Foundation commemorates the tragic loss of international journalist Steven Joel Sotloff. In tribute to his commitment to excellence in news reporting, it is their hope that the professionalism, determination and strength of this extraordinary young journalist will continue to touch the lives of others for generations to come. Steven touched the lives of thousands of people and told their stories in meaningful ways. He inspired other journalists to do the same. His legacy as the voice for the voiceless continues. To equip journalists in our changed world with the knowledge and tools they need to tell the important stories of the world in the safest possible way, honoring freedom of the press and freedom of speech, ending impunity, and bringing them home safely and alive, under all circumstances.

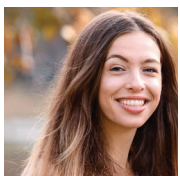


Student Paper Winners

Lunch **Date:** Tuesday, March 10, 2020 **Time:** 7 p.m. **Location:** Ascension Salon A/B



Bianca Persici Toniolo currently is a Ph.D. student in Communication Sciences at the University of Beira Interior (UBI, Covilhã, Portugal). She holds a Master's degree in Strategic Communication by the same University. In her professional life, she worked as a communication officer at Brazil's Government (2005-2011) and as a consultant to United Nations Educational, Scientific and Cultural Organization (Unesco) and to Organization of Ibero-American States (OEI).



Jeannette Viens is pursuing her Ph.D. in Public Relations in the Department of Communication at the University of Maryland. Her research emphasizes how immigration discourse overlaps with global and intercultural public relations. Her scholarship revolves around questions of how governments, media, and organizations represent refugees, immigrants, and immigration policy, especially transnationally. By depicting the interpretations of these representations on the milieu of migrants, her research aims to understand how to strategize better intercultural intergroup dynamics. Jeannette obtained a Master of Arts (Honours) in International Relations from the University of St Andrews in 2015. She has acted as the Director of Public Relations for Grassroot Diplomat since May 2016, which has included co-authoring The Brexit Handbook, a book encompassing the diplomatic consequences and strategies in face of the UK withdrawal from the EU. Additionally, Jeannette has served as an AmeriCorps VISTA for the Campus Compact of Southern New England, acting as a liaison between the Western Massachusetts refugee population, including K-12 students and their families, service providers, and community organizations.

Poster Awards

Winners to be announced
Lunch **Date:** Wednesday, March 11, 2020 **Time:** 11:45 a.m. **Location:** Ascension Salon A/B

Poster Presenters

1. Ambrosia Luzius, Cleveland State University, "Integrating social marketing principles into the crisis and emergency risk model"
2. Julia Bezio, University of Montana, "Cross-selling scandal leaves Wells Fargo in the crossfire: An analysis of Wells Fargo's post-crisis discourse"
3. Chad Collins, Aaron Scott, and Kelly Merrill Jr., University of Central Florida, "Gone but not forgotten: Missing and murdered indigenous persons"
4. Aaron Scott & Chad Collins, University of Central Florida, "Double drive! Hong Kong versus the NBA"
5. Danielle Farley, University of Montana, "Extension disaster education network (EDEN) as a communities of practice: Bringing stakeholder relationships with knowledge exchange in the wake of animal disease biosecurity"
6. America L. Edwards, Daniella Morales, Timothy Sellnow, Deanna D. Sellnow, Adam Parrish, University of Central Florida & Joel Iverson, University of Montana, "Lessons in biosecurity: From PEDv to ASFv"
7. Maeven Rogers, University of Central Florida, "Framing climate change in the media. Do the words we use matter?"
8. Lingyan Ma, Yuan Wang, Jiyou Kim & Allison Chatham, University of Maryland, "I lose", "I gain" vs. "They lose", "They gain": The influence of message framing on donation intention in the wildfire disaster"
9. Ashley Papagni, University of Central Florida, "Understanding the relationship between truth in police and national culture"
10. Alben Björck, Zurich University of Applied Sciences, "The role of organizational culture for creating understanding and trust through internal crisis communication: Case studies of structural crisis situations at multinational companies"
11. Dongjae Lim, University of Georgia, "Who is responsible for the climate change?: The influence of responsibility attribution on feeling hopeless and environmental risk information seeking"
12. Juan-Andres Rincon, Universidad Panamericana, "Transforming a crisis communication committee into a high-performance team: A model"
13. Rebecca Rice, University of Nevada Las Vegas, "Bouncing forward after crisis: A productive tension approach to after action reviews"
14. Alexia Knox, Marquette University, "Crisis communication strategies and police organizations"
15. Juan Liu, Carrie Reif-Stice & Bruce Getz, Columbus State University, "Fake news as the new public health crisis: Experimental test of corrections to fight fake cancer cures on social media"
16. Xuerong Lu & Yan Jin, University of Georgia, "Integrating strategy and dosage: A new conceptual formula for assessing intended and unintended effects of health risk communication"
17. Elizabeth Petrun Sayers, RAND Corporation, "How disasters rive media channel preferences: Tracing news consumption before, during, and after Hurricane Harvey"
18. Marilyn Primovic, Laura Hudgens, Glen Nowak & Michael Cacciatore, University of Georgia, "Reducing the health risk posed by influenza: Relationships between health information sources used and adults' flu vaccination intentions and behaviors"
19. Andrei Alexandru & Ligia Stroe, National University of Political Studies and Public Administration, "Entertainment industry in the spotlight: How PR professionals from entertainment industry prepare for the crisis"
20. Joel Iverson, University of Montana; Steven Venette, University of Southern Mississippi & Carrie Reif-Stice, Columbus State University, "Quantum leaps of Facebook: Entangled narratives of crisis and renewal"
21. Fanjue Liu, University of Florida, "Managing a crisis of Facebook: How communication of emotion influences public relations"
22. Khairul Islam & Matthew Seeger, Wayne State University, "Integration of social media during water service disruptions: A case study of Chattanooga water main break"
23. H. K. Florig, Rodrigo Castillo-Perez & David Prevatt, University of Florida, "Influencing Homeowners' Hurricane Protection Decisions"

Poster Presenters (cont.)

24. Shawna Dias, University of Maryland, "Message framing and the protective action decision model: Student risk perceptions and protective responses to Adenovirus"
25. Shawna Dias, University of Maryland, "Complexity in disaster response: A qualitative study of the American Red Cross Hurricane Maria operation"
26. Hunter Simmons, Ithaca College, "Tweeting from the Oval: Analyzing Donald Trump's Twitter to identify crisis communication strategies during political crises"
27. Yumin Yan, University of Maryland, "Multi-party emotional coping: Understanding how publics diverse emotions drive crisis behaviors"
28. Mariely Valentin-Llopis, Barry University, "Turning mismanaged crisis into opportunities: Developing a municipal emergency communication plan for Puerto Rico"
29. Lakelyn Taylor & Tracy Gulliford, University of Central Florida, "What the documentary?: Rhetorically critiquing the role of health documentations in worldwide health crises"
30. Lakelyn Taylor, Katarina Dos Santos & Dhanraj Durkan, University of Central Florida, "Disruptive paranormal activity: A rhetorical case study of the Wells Fargo phantom account data breach"
31. Tracy Gulliford, University of Central Florida, "Through lived experience: Identifying risk communication gaps in teacher training"
32. R. Tyler Spradley, Stephen F. Austin State University, "Constituting safety in hunter's education: An analysis of Texas' hunter's education discourse"
33. Roberta Răducu, National University of Political Studies and Public Administration, "Remembering disasters: Exploring the way past experience influences preparedness for disasters among older adults"
34. Tim Segerberg, University of Gothenburg, "The Untouchable Trust: National Crises and Societal Trust in Sweden 1986-2017"
35. John Sweeney, University of North Carolina at Chapel Hill, "Anticipating a crisis: The communication of a new reality in stadium design by the leading architect"
36. Grace Dwyer, Furman University, "A transmedia study of statehood branding tactics of irredentist and separatist movements in Europe"
37. Laura Carper, Louisiana State University, "Predicting the likelihood to vaccinate: An analysis of the psychometric paradigm and the health belief model"
38. Nancy Ali, Indiana University of Pennsylvania, "Crisis Management at Islamic Relief USA: Analyzing the current situation and embracing a comparable organization's best practice"
39. Nazanin Bani American, University of Southern Mississippi, "What is behind the decision of evacuating in hurricanes?"
40. Taejin Jung, Minhao Dai & Katherine Thweatt, SUNY Oswego, "E-cigarette health crisis: what do we know about the risk perception, attitudes, norms, and use of e-cigarettes among college students?"
41. Ilrina A. Iles, Paula Rausch, Sheilyn Huang, Sarah Kim, Food and Drug Administration, Center for Drug Evaluation and Research & Lauren McCormack, RTI International, "Sociodemographic differences in responses to uncertainty in medication risk information"
42. Duli Shi, University of Maryland, "How can businesses help during natural disasters? A content analysis of corporate disaster aid on Twitter"

Conference Agenda

Monday, March 9, 2020

3:00 PM to 6:30 PM
Marriott Ascension
Ballroom Foyer (2nd Floor)

Conference Registration Desk Open

3:00 PM to 4:00 PM
Ascension Salon A/B

Journal of International Crisis and Risk Communication Research
Editorial Board Business Meeting

4:00 PM to 5:00 PM
Ascension Salon C
& Foyer

Poster Session
Visit with Poster Presenters and Vote for the "People's Choice"

5:00 PM to 6:00 PM
Ascension Salon A/B

Networking Session
Goal: To make introductions and connect with keynote presenters, invited speakers, and other attendees that have similar interests/concerns/issues to explore in specific contexts.

6:00 PM to 7:30 PM
Garden Terrace

Welcome Reception and Recognition of the Bridge Award for Leadership in Crisis and Risk Communication
Recipient: Bengt Johansson, University of Gothenburg, *SWEDEN*

Tuesday, March 10, 2020

7:00 AM to 8:30AM

Breakfast On Own
Breakfast is included in the hotel restaurant for attendees staying at the hotel

7:30 AM to 3:30 PM
Marriott Ascension
Ballroom Foyer (2nd Floor)

Conference Registration

8:30 AM to 8:45 AM
Ascension Salon A/B

Opening Remarks

8:45 AM to 9:30 AM
Ascension Salon A/B

Keynote Presentation 1
Frank Smyth, CEO of Global Journalist Security
"Communication Under Siege: The Story of Steven Sotloff"
Journalists are targeted with alarming frequency around the world. Local journalists are murdered with near blanket impunity. International journalists are sometimes taken hostage and murdered, too. One of the latter was Steven Sotloff, a University of Central Florida Nicholson School of Communication and Media graduate. His story is instructive in more ways than one. His message remains one of tenacity and hope.

Tuesday, March 10, 2020 (cont.)

9:30 AM – 9:45 AM
Ascension Salon A/B

Invited Response 1

Professor Jeanne Pursuit, University of North Carolina, Wilmington, USA

“A Communication Ethics Response”

This response to “Communication Under Siege: The Story of Steven Sotloff” provides a communication ethics framework to understand the risks and threats to journalists reporting locally and internationally in this historical moment. Communication ethics can inform a rhetorical response during what Hannah Arendt called “dark times.”

9:45 AM to 10:00 AM
Ascension Salon A/B

Invited Response 2

Professor Bengt Johansson, University of Gothenburg, SWEDEN

“The Sound of Alarming Silence”

Freedom of speech is an essential part of democracy, and when journalists become afraid of raising their voices, we know the foundations of democracy are threatened. Silence is the voice of dictatorship, not of democracy. Sweden is one of the highest ranked countries regarding press freedom in the world but in recent years, Swedish journalists have experienced more and more threats. And the pressure is not just from trolls on social media, even authoritarian regimes repeatedly criticize Swedish news media for their reporting. In some cases, this has led to journalists abandoning social media completely. Professor Bengt Johansson will show examples on how the freedom of speech is attacked in Sweden and what the consequences might be.

10:00 AM to 10:15 AM
Ascension Salon A/B

Roundtable Discussions

10:15 AM to 10:30 AM
Ascension Salon A/B

Q & A

10:30 AM to 10:45 AM
Ascension Salon C
& Foyer

Poster and Networking Break

Visit with Poster Presenters and Vote for the “People’s Choice”

BREAKOUT SESSION 1

What’s theory got to do with risk and crisis communication?: The dynamic relationship between communication theories and “boots on the ground” practices

10:45 AM to 12:00 PM
Windward A

1. “A meta-theoretical orientation to crisis communication” *Henry Seeger, Purdue University, USA*
2. “More gaps than bridges: Mapping crisis communication research in Southeast Asia” *Pauline G. Estella, University of the Philippines; LE Ngoc Son Technische Universität Ilmenau GERMANY; Martin Löffelholz, Technische Universität Ilmenau, GERMANY & Mira Roehyady-Reetz, Technische Universität Ilmenau, GERMANY*
3. “Crisis communication in the arena of corporate kidnapping” The case of MV Leopard” *Jakob Wankel, Aarhus University, DENMARK, Finn Frandsen, Aarhus University, DENMARK & Winni Johansen, Aarhus University, DENMARK*
4. “The Importance of System-Efficacy in Improving Ostomates’ Wellbeing” *Carrie Reif-Stice & Columbus State University, Georgia, USA; Steven Venette, University of Southern Mississippi, USA & Nazamin Baniamerian, University of Southern Mississippi, USA*
5. “Advancing Crisis Communication Effectiveness: Integrating Crisis Communication and Social Media Scholarship with Practice” *Brooke Liu, University of Maryland, USA; Yan Jin, University of Georgia, USA; Lucinda Austin, University of North Carolina-Chapel Hill, USA; Erica Kuligowski, National Institute of Standards and Technology: NIST, USA & Camila Young, National Institute of Standards and Technology: NIST, USA*

Tuesday, March 10, 2020 (cont.)

Hurricanes, earthquakes, and mudslides, oh my!: Considering communication before, during, and after natural disasters

10:45 AM to 12:00 PM
Amelia Room

1. "Bridging the gaps with a new agent: Analyzing religious organizations' messages about Hurricane Dorian" *Lakelyn Taylor, University of Central Florida, USA*
2. "Choreographic performance to preserve life during major earthquakes in Mexico: A social communication engineering-based intervention model" *Juan-Andres Rincon Gonzalez, Universidad Panamericana, MEXICO*
3. "Communicating and understanding risk: Experiences of people affected the Bududa landslides" *Angella Napakol, Uganda Christian University, UGANDA*
4. "Network structure of information environments and perceptions of uncertainty in hurricane evacuation decision making" *Seungyoon Lee, Purdue University, USA; Bailey Benedict, Purdue University, USA; Pamela Murray-Tuite, Clemson University, USA & Yue Ge, University of Central Florida, USA*

Strategic Risk and Crisis Communication for Community Resilience and Renewal

10:45 AM to 12:00 PM
Orange Room

1. "The readiness for renewal of U.S. charitable organizations: A state of the art" *Ryan Fuller, California State University, Sacramento, USA*
2. "Building resilience for stronger communities" *Barbara Gainey, Kennesaw State University, USA*
3. "Developing resilience through communication and community: Natural disaster preparedness in retirement communities" *Brett Robertson, The University of Texas at Austin, USA*
4. "Comprehensive and effective study of the media coverage of major Canadian flood disasters" *Marc D. David, Université de Sherbrooke, CANADA*

12:00 PM to 1:15 PM
Ascension Salon A/B

Lunch

BREAKOUT SESSION 2

The good, the bad, and the ugly in communicating about sports crises and risks

1:15 PM to 2:30 PM
Windward A

1. "A semantic network analysis of frames on Twitter in Larry Nassar's case" *Cui Meadows, East Carolina University, Greenville NC, USA & Charles W. Meadows III, East Carolina University, Greenville NC, USA*
2. "A crisis beyond communication: The thoroughbred racing scandal and the limits of crisis communication strategies" *John Sweeney, University of North Carolina at Chapel Hill, USA*
3. "Politics in sports: A case study examining the NBA-China crisis" *Lisa Bergson, Bridgewater State University, USA & Brittani Sahm, Rollins College, USA*
4. "When a simple risk isn't so simple: The Humboldt Bus Tragedy" *Kevin Quigley, Dalhousie University, CANADA*
5. "A major headache in youth sports: Strategic reputation risk management in the NFL and U.S. Soccer" *Cory Young, Ithaca College, USA & Terry Renter, Bowling Green State University, USA*

Protecting ourselves/protecting others: Communication and infectious disease outbreaks

1:15 PM to 2:30 PM
Amelia Room

1. "True or false: How parents decide to seek, vet, or share infectious disease outbreak information" *LaShonda L. Eaddy, Southern Methodist University, USA; Lucinda L. Austin, University of North Carolina at Chapel Hill, USA; Xuerong Lu (Elaine), The University of Georgia, USA; Yan Jin, The University of Georgia, USA*
2. "Examining media around African Swine Fever in Slovakia" *Deborah Sellnow-Richmond, Southern Illinois University Edwardsville, USA & Marta Lukacovic, Furman University, USA*

Tuesday, March 10, 2020 (cont.)

Protecting ourselves/protecting others: Communication and infectious disease outbreaks (cont.)

1:15 PM to 2:30 PM
Amelia Room

3. "Backyard biosecurity: How social media bridges the gap between urban chicken farmers" *Morgan Getchell, Morehead State University, USA*
4. "Risk communications for CDC's disease detectives" *Dave Daigle, Center for Global Health, Centers for Disease Control and Prevention, USA & Abigail Tumpey, Center for Surveillance, Epidemiology, and Laboratory Science, Centers for Disease Control and Prevention, USA*
5. "Community solutions to bridge the practices-best practices gap: EDEN as a model for accomplishing biosecurity risk reduction and crisis response" *Joel Iverson, University of Montana, USA*

TOP Student Papers

1:15 PM to 2:30 PM
Orange Room

1. "Negotiating crisis interpretations: The global rhetorical arena of the 2018 migrant caravan crisis" *Jeannette Viens, University of Maryland, USA (TOP Domestic Paper)*
2. "When the Sender is the Message: The communication of Marcelo Rebelo de Sousa about the 2017 fires" *Bianca Persici Toniolo, University of Beira Interior, PORTUGAL (TOP Int'l Paper)*
3. "Castlewood to Alsana: Image repair and renewal of an eating disorder treatment center" *Kayla Pruitt, Southern Illinois University, Edwardsville, USA*
4. "Boeing's perfect storm: A case study of Boeing's crisis communication in response to the 737 MAX 8 tragedies" *Steven Butler, George Mason University, USA*
5. "The mediated representation of China-US trade war: A critical discourse analysis" *Zhenzhu Zhang, University of Southern Mississippi, USA*

2:30 PM to 2:45 PM
Ascension Salon C & Foyer

Poster and Networking Break

Visit with Poster Presenters and Vote for the "People's Choice"

BREAKOUT SESSION 3

Teaching crisis and risk communication: Bridging the gaps in undergraduate and graduate education

2:45 PM to 4:00 PM
Windward A

1. "Incorporating crisis communication into existing curriculum" *Amanda McKendree, University of Notre Dame, USA*
2. "Teaching crisis communication in an integrated marketing communication (IMC) graduate class" *Jeanna Persuit, University of North Carolina Wilmington, USA*
3. "Preparing students to think about their role as problem-solvers and crisis communication professionals" *Angela Corbo, Widener University, USA*
4. "Crisis communication and applied and experiential learning" *Christine Willingham, University of North Carolina Wilmington, USA*
5. "Bridging the gap between academia and the professions: The value of service learning in a crisis communication course" *Betty Farmer, Western Carolina University, USA*

Corporate Crisis and Communication

2:45 PM to 4:00 PM
Amelia Room

1. "Tacit knowledge of employees as a cause of corporate crisis in Japan" *Keiko Katagata & Kenichi Takano Keio University, JAPAN*
2. "Is any publicity good publicity?: The Peloton ad misfire" *Rod Carveth, Morgan State University, USA*
3. "Anticipating the unknown: Communicating while under investigation" *Wouter Jong, Dutch Association of Mayors and Leiden University, NETHERLANDS*
4. "Amazon deforestation: Crisis in Brazil" *Wainer da Silveira e Silva, Universidade Federal Fluminense, Rio de Janeiro, BRAZIL & Regina Coeli Silva, Universidade Salgado de Oliverira, Rio de Janeiro, BRAZIL*

Tuesday, March 10, 2020 (cont.)

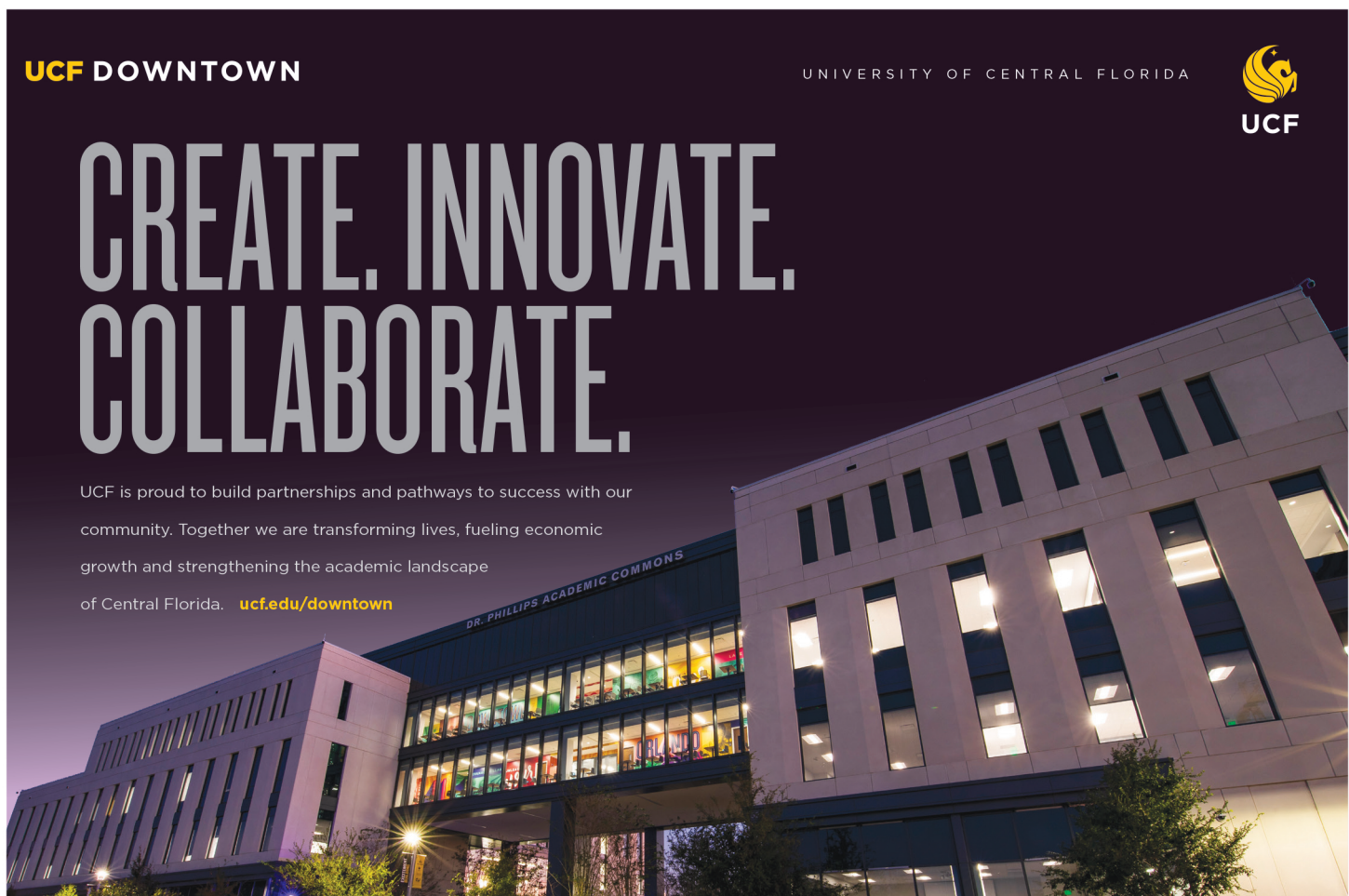
When time is of the essence: Effective communication strategies during disasters

2:45 PM to 4:00 PM
Orange Room

1. "What words signal to community members during disasters" *Amisha Mehta, QUT Business School and Chief Investigator, Bushfire and Natural Hazards Cooperative Research Centre AUSTRALIA, Lisa Bradley, QUT Business School and Chief Investigator, Bushfire and Natural Hazards Cooperative Research Centre, AUSTRALIA, Clinton Weeks, QUT Business School, AUSTRALIA, & Scott Murray, QUT Business School, AUSTRALIA*
2. "Operational guidelines for the use of disaster alert apps by authorities" *Michael Klafft, Jade University of Applied Sciences and Fraunhofer FOKUS, GERMANY & Daniel Faust, Fraunhofer FOKUS, GERMANY*
3. "The differences between invisible and visible hazards and how it affects risk and crisis communication" *Ruth Østgaard Skotnes, NORCE Norwegian Research Centre, NORWAY; Kåre Hansen, NORCE Norwegian Research Centre, EUROPE & Anne Vatland Krøvel, NORCE Norwegian Research Centre, NORWAY*
4. "A local lens on risk communication about severe weather" *Amisha Mehta, QUT Business School, AUSTRALIA, Manuela Taboada, Creative Industries Faculty, QUT, AUSTRALIA, Carla Liuzzo, QUT Business School, AUSTRALIA, Lisa Bradley, QUT Business School, AUSTRALIA, Brook Liu, QUT Business School, AUSTRALIA & University of Maryland, USA, Paula Dootson, QUT Business School, AUSTRALIA*
5. "Mariana never again: Brazil's Broomadinho Dam bust says otherwise: Why crisis communication must match action" *Amiso George, Texas Christian University, USA & Regina Coeli Da Silveira E Silva, Universidade Salgado de Oliveira in Rio de Janeiro, BRAZIL*

4:30 PM

Visit Downtown Orlando: The City Beautiful



Wednesday, March 11, 2020

7:00 AM to 8:30AM

Breakfast On Own

Breakfast is included in the hotel restaurant for attendees staying at the hotel

7:30 AM to 2:00 PM

Marriott Ascension

Ballroom Foyer (2nd Floor)

Conference Registration

BREAKOUT SESSION 4

Terrorist, terrorism, and crisis communication: International perspectives

8:30 AM to 9:45 AM

Windward A

1. "Better understanding the issues involved in the media coverage of violent extremism examining the Quebec press's portrayal of four attacks in which responsibility, for varied reasons, was claimed" *Marie-Eve Carignan, Université de Sherbrooke, CANADA*
2. "The 2019 Oil Refinery Terrorist Attack in Saudi Arabia: Saud Aramco's Response to a Global Crisis" *Saud A. Alsulaiman, King Saud University & Bowling Green State University, USA & Terry L. Rentner, Bowling Green State University, USA*
3. "Anger, sorrow, and determination: Political leaders' speeches following terror attacks" *Orla Vigsø, University of Gothenburg, SWEDEN*
4. "Competing with success: How the visual media campaigns of Al-Qaeda and ISIS correspond to high death and high publicity attacks their non-state competitors" *Carol Winkler, Georgia State University, USA*

The Role of communication in crisis management, image restoration, and corporate reputation

8:30 AM to 9:45 AM

Amelia Room

1. "Image repair and accusations of discrimination at Founders Brewery: Outlining the contours of a crisis genre" *Melvin Gup-ton, Penn State University - Abington, USA; Donald Ritzenhein, Macomb Community College, USA & Matthew Seeger, Wayne State University, USA*
2. "A tale of two police killings: How Fort Worth and Dallas responded to killings that garnered international attention and lessons learned" *Amiso George, Texas Christian University, USA & LaShonda Eaddy, Southern Methodist University, Dallas, USA*
3. "Have the rules changed?: The impact of the empowered stakeholder on company reputation post-crisis" *Matthew Tidwell, University of Kansas, USA*
4. "The effects of corporate philanthropy on reputation following natural disasters" *Daniel Laufer, Victoria University of Wellington, NEW ZEALAND & Guy Bennett-Longley, Victoria University of Wellington, NEW ZEALAND*

New Media and Social Media: Perceptions, Practices, and Plans

8:30 AM to 9:45 AM

Orange Room

1. "The Role of Media and Anti-Sanctuary Legislation in Florida: Immigrants Perception Towards Media Mechanisms" *Vishnu Muraleedharan, University of Central Florida, USA, & Thomas Bryer, University of Central Florida, USA*
2. "Development of STREEMII: Five Year Anniversary Review and Reflection of a Model of Crisis Communication and Social Media" *Margaret Stewart, University of North Florida, USA; Cory Young, Ithaca College, NY, USA, * B. Gail Wilson, Indiana University of Pennsylvania, USA*

Wednesday, March 11, 2020 (cont.)

New Media and Social Media: Perceptions, Practices, and Plans (cont.)

8:30 AM to 9:45 AM
Orange Room

3. "Effective risk communication for public health emergencies: Understanding public reactions to treatment uncertainties" *Irina Iles, Food and Drug Administration, Center for Drug Evaluation and Research, USA; Paula Rausch, Food and Drug Administration, Center for Drug Evaluation and Research, USA; Samantha J. Stanley, University of Maryland, USA; Rebecca, Q- Catalytics LLC, USA; Brooke Liu, University of Maryland, USA & Jesse Kline, Lake Research Partners, USA*
4. "The effects of exemplification and securitization in news media messages" *Deborah Sellnow- Richmond, Southern Illinois University, Edwardsville, USA & Scott Sellnow-Richmond, Southern Illinois University, Edwardsville, USA*

9:45 AM to 10:00 A.M.
Ascension Salon C
& Foyer

Poster and Networking Break

Visit with Poster Presenters and Vote for the "People's Choice"

10:00 AM to 10:45 AM
Ascension Salon A/B

Keynote Presentation 2

Larry Kopp – Founder/President of the TASC Group

"Building and Managing a National High-Profile Crisis Communications Campaign"

A key client gets caught up in a high-profile national crisis. How do you react? Using Felicity Huffman and her involvement in the Varsity Blues college fraud case as a case study, we will examine how to build a national crisis communications campaign from the ground up. With the end goal of restoring your client's reputation in mind, we will focus on the strategic decisions that determine your client's public perception and ways to leverage the proper tools to shape the media narrative.

10:45 AM to 11:00 AM
Ascension Salon A/B

Invited Response 1

Professor Finn Frandsen, Aarhus University, DENMARK

Professor Winni Johansen, Aarhus University, DENMARK

"Reputation and beyond: A decade of research in crisis, risk and reputation management"

Reputation is one of the key concepts in corporate crisis communication. Recently, however, management and organization scholars have started rethinking the concept in various new directions, adding exciting new insights into the complexity of the field of reputation management. How can we as academics or practitioners in crisis communication take advantage of this research?

11:00 AM to 11:15 AM
Ascension Salon A/B

Invited Response 2

Professor Amiso George, Texas Christian University, USA

"The Rhetoric of an Apology as Reputation Management"

Public admissions of misdeeds and apologies are strategies of image restoration. These attempts are used to restore one's image when a reputation has been damaged. Sometimes apologies work; other times, they don't. We use rhetorical theory to bridge the gap between the wordings of apologies and how they are received.

11:15 AM to 11:30 AM
Ascension Salon A/B

Roundtable Discussions

11:30 AM to 11:45 AM
Ascension Salon A/B

Q & A

11:45 AM to 12:30 PM
Ascension Salon A/B

Lunch

Wednesday, March 11, 2020 (cont.)

BREAKOUT SESSION 5

Considering Culture and Communication and Race-Related Crises

12:30 PM to 1:45 PM
Windward A

1. "Understanding the relationship between institutional trust and national culture" *Steve Collins, University of Central Florida, USA*
2. "Perceptions of African-American PR professionals regarding race-related communication crises" *Candace Parrish, Sacred Heart University, USA*
3. "Diplomacy as a crisis communication strategy: The case of MTN group and the Nigerian government" *Amiso George, Texas Christian University, USA, Wole Adamolekun, Elizade University, NIGERIA & Kunle Ogedengbe, Elizade University, NIGERIA*
4. "Harnessing the power of story to bridge the culture gaps in crisis and risk communication" *Suzanne Marie Prentiss, University of Tennessee, USA & University of Central Florida, USA*
5. "Crisis leadership and clergy sexual abuse: Preparing the next generation of church leaders" *Amanda McKendree, University of Notre Dame, USA & Craig T. Maier, Duquesne University, USA*

Collaboration, Coordination, and Communication: From Data Breach Security to Medical Team Safety

12:30 PM to 1:45 PM
Amelia Room

1. "Mind the gap: Understanding stakeholder reactions to different types of data security breaches" *Audra Diers-Lawson, Leeds Beckett University, UK*
2. "Crisis communication and the need for coordination" *Henrik Olinder, Swedish Civil Contingencies Agency, SWEDEN*
3. "Understanding enterprise risk management: How do organizations identify, measure, and communicate risk to decision-makers" *Elizabeth Petrun Sayers, RAND Corporation, USA*
4. "Crisis communication decision making: Articulating role of the communications person in the crisis team" *Noumaan Qureshi, University of Mumbai, INDIA*
5. "Simulating medical isolation: Communicatively managing patient and medical team safety" *Elizabeth Spradley, Stephen F. Austin State University, USA & R. Tyler Spradley, Stephen F. Austin State University, USA*

Communicating to Control the Spread of Infectious Diseases & Foodborn Illness

12:30 PM to 1:45 PM
Orange Room

1. "Research-based approaches to federal risk communications during food outbreaks" *Aaron Lavalley, USDA's Food Safety and Inspection Service, USA*
2. "Vaping outbreak coverage of college newspapers: A content analysis of the extended parallel process model" *Najma Akhter, Wayne State University, USA & Khairul Islam, Wayne State University, USA*
3. "Using IDEA model to analyze communication for vaccination against Hepatitis B" *Ann Mugunga, Hong Kong Baptist University, HONG KONG*
4. "Fighting the bite: Assessing risk perceptions of mosquito control efforts using the Risk Perception Attitude (RPA) framework" *Angela Lindsey, University of Florida, USA*
5. "Employing the EPPM to prevent the spread of the Zika virus" *Alexandria Phipps, University of Southern Mississippi, USA & Kathryn Anthony, University of Southern Mississippi, USA*

1:45 PM to 2:00 PM
Ascension Salon C
& Foyer

Networking Break

Wednesday, March 11, 2020 (cont.)

BREAKOUT SESSION 6

Risk Communication and Preparedness

2:00 PM to 3:15 PM
Windward A

1. "Are we in crises? A framework for assessing problems that lead to crises" *Corina Buzoianu, National University of Political Studies and Public Administration, ROMANIA & Monica Bira, National University of Political Studies and Public Administration, ROMANIA*
2. "Toward reducing active shooter events through the identification of risk communication gaps in teacher training" *Tracy Gulliford, University of Central Florida, USA & Deanna Sellnow, University of Central Florida, USA*
3. "Risk communication and citizen preparedness: Is there a need for a Swedish model?" *Gabrielle Sandstig, University of Gothenburg, SWEDEN*
4. "Communicating risk through online petitions system: Rhetorical analysis of the Korean government's responses to online petitions on risk issues" *Yoorim Hong, University of Missouri, Columbia, USA*
5. "Bridge out ahead!: Maintaining a working knowledge on college crisis team" *JJ McIntyre, University of Central Arkansas, USA*

Crisis Communication and Management in Organizations: Making Decisions that Bring Order to Chaos

2:00 PM to 3:15 PM
Amelia Room

1. "Creating order out of chaos: The development of measures of information adequacy and effects of communication on the organizing process" *Ryan Fuller, California State University, Sacramento, USA; Laura Riolfi, California State University, USA; Andrew Pyle, Clemson University, USA & Amy Mickel, California State University, USA*
2. "The decision environment: The missing factor" *David Waterman, University of Oklahoma, USA*
3. "An Assessment of the state of crisis management within organizations and the role of employee communication" *Rodrigo Soares, University of Central Florida, UCF; Rozália Del Gáudio, Arcos Dorados Brazil, BRAZIL & Paulo Henrique Soares, IBRAM – Brazilian Mining, BRAZIL*
4. "Managing multiple interpretations of information during crisis response" *Fahd Jamil, University of Warwick, UK, USA*
5. "The relative persuasiveness of gain-and-loss-framed messages: Exploring the moderating role of the first-versus-third-person perspective" *Jiyoun Kim, University of Maryland, USA; Yuan Wang University of Maryland, USA; Lingyan Ma, University of Maryland, USA & Allison Chatham, University of Maryland, USA*

Artificial Intelligence, Mass Media, and Cultural Considerations in Risk and Crisis Communication

2:00 PM to 3:15 PM
Orange Room

1. "Framing risks of artificial intelligence in Germany and the United States" *Andreas Schwarz, Technische Universität Ilmenau, GERMANY & Laura Martin, Technische Universität Ilmenau, GERMANY*
2. "Crisis management around natural calamities: Potential and practices of Pakistan's mass media" *Lubna Zaheer, Punjab University, PAKISTAN*
3. "Different realities, different channels, difference messages" *Marina Ghersetti, University of Gothenburg, SWEDEN & Bengt Johansson, University of Gothenburg, SWEDEN*
4. "How to improve risk communication on natural disasters using projects with local communities: Experiences from Northern Germany" *Marcel Fianke, Jade University of Applied Sciences, GERMANY & Michael Klafft, Jade University of Applied Sciences and Fraunhofer FOKUS, GERMANY*
5. "Risk, affect, and policy support: Chinese mothers' perception of air pollution" *Tong Lin, Syracuse University, USA*

3:15 PM to 3:45 PM
Ascension Salon A/B

Closing Session

Timothy L. Sellnow & Deanna D. Sellnow, University of Central Florida, USA
"Where do we go from here: Strategies for Ongoing Conversation and Collaboration"

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