



## 2013 ICRC Conference Schedule

<b>Monday, March 04, 2013</b>		<b>Communication Expert</b>
<b>Pre-Conference Workshops</b>		
8:00 - 8:30	Workshop Registration/Continental Breakfast	
8:30 - 12:30	Survival Skills Tactical Training	Linda Tavlin; LJT Associates, Inc. Communication Specialists
12:30 - 1:00	Lunch	
1:00 - 5:30	Crisis Communication Boot Camp	Janie Jordan-Meier; CEO Media Skills Academy
6:00 - 9:30	Welcome Reception and Registration	Holiday Inn, UCF
<b>Tuesday, March 05, 2013</b>		
<b>ICRC Conference</b>		
8:00 - 8:45	Registration and Continental Breakfast	
8:45 - 9:45	Opening Comments	Dr. Chandler; Director UCF Nicholson School of Communication, Author
	Keynote - Sorting Reality from Hype: Creating Rules for Social Media Crises	Dr. Timothy Coombs; Professor Nicholson School of Communication, Author
10:00 - 10:45	The Challenge: Getting the Most from Media During the Demands of a Crisis	John Cox; NBC Aviation Analyst, CEO SOS
10:45 - 11:30	Appearances Do Matter: Leadership in a Crisis	Janie Jordan-Meier; CEO Media Skills Academy
11:45 - 12:25	Research and Professional PresentationTracks - Session #1	See Breakout Presentations - Coming Soon!
12:30 - 1:30	Lunch - Hot Topics Networking Discussions	Invited experts will facilitate each table
1:30 - 2:15	When "Crisis" Becomes the Norm: Image Repair Strategies for Today's Merged Media	Stan Polit; UPenn Researcher, Public Speaker
2:30 - 3:10	Research and Professional PresentationTracks - Session #2	See Breakout Presentations, next page
3:10 - 3:30	Networking Break	
3:30 - 4:30	Old Rules, New Media: Who Really is a Reporter? (And what you can do about it!)	Ryan Holiday; Media Strategist, Author
4:30 - 4:45	Closing Remarks	Dr. Chandler; Director UCF Nicholson School of Communication, Author
7:00 - 9:00	Networking Event	
<b>Wednesday, March 06, 2013</b>		
<b>ICRC Conference</b>		
8:00 - 8:45	Continental Breakfast	
8:45 - 9:00	Opening Remarks - Summary of Ideas, Best Practices, & Research from Day 1	Dr. Chandler & Dr. Tim Brown
9:00 - 9:45	Keynote - Dealing with Press During Crises: A Real Life Muckraker Tells All	Jerry Mitchell; Investigative Reporter, Author
10:00 - 10:40	Research and Professional PresentationTracks - Session #3	See Breakout Presentations - Coming Soon!
10:50 - 11:30	Research and Professional PresentationTracks - Session #4	See Breakout Presentations - Coming Soon!
11:40 - 12:30	Now is Too Late: Utilizing Social Media for Situational Awareness	Brian Gray; United Nations Chief of Business Continuity
12:30 - 1:30	Networking Lunch	
1:30 - 2:45	Case Study Live! An Interactive Table Top as the Communication Crisis Unfolds	Ann SanCartier; UCF NSC Center for Crisis Communication and Jim Satterfield; Firestorm
3:00 - 4:00	Sanford, FL: Managing Media's Effect on Crisis and Civil Disobedience	Alan Harris; Emergency Mgr and members from Seminole EOC Team who handled Trayvon/Zimmerman response
4:00 - 4:45	Plenary Session - Crisis as Opportunity: Encouraging Post-Crisis Organizational Renewal	Karen Barone; Indiana University of Pennsylvania
4:45 - 5:00	Summation of Best Practices and Closing Remarks	Dr. Chandler; Director UCF Nicholson School of Communication, Author

*Each presentation includes an interactive Q and A discussion about the ideas and case studies presented. Led by a seasoned moderator, Dr. Tim Brown, attendees are encouraged to participate in this energetic environment!*

**Tuesday, March 05, 2013**  
**Breakouts - Research and Professional Presentation Tracks**

**Breakout Presentations #1**

**11:45 - 12:25**

Location	Track	Title	Speaker(s)
	Considering News Media	Police Leadership in Extreme Contexts: Media Coverage of the Twin Terror Attacks in Norway.	Martin Ndlela, Hedmark University College (Norway)
	Reputation and Image Repair	Devolving into Paparazzi or Reporting Historic News? Challenges Facing Traditional Sport Media in Covering Sexual Orientation in the Web Age	Edward (Ted) M. Kian, Chair of Sports Media, OSU (USA)
	Impact of Communication Technology	We News: The Effects and Power of UGC on Israeli Online News	Itai Elizur, The New School, Media Studies (USA)
	Professional Practices	The i-Interview: Secrets You Need to Know to Master Interviews of the Future.	Gerard Braud, Braud Communications (USA)
	Social Media	Social Media Use During Hurricane Season 2012	Arlyn Elizee, Emergency Management and Public Health, Washington DC (USA)

**Breakout Presentations #2**

**2:30 - 3:10**

Location	Track	Title	Speaker(s)
	Considering News Media	Crisis in Context: Military Response to and Media Framing of the (Latest) Rape in Okinawa	Kimiko Akita, Nicholson School of Communication, UCF (USA)
	Reputation and Image Repair	A Fall from Grace: A Crisis Communication Case Study Penn State's Use of Social Media during the Jerry Sandusky Scandal	Carrie Scanlon West, WJU & IUP (USA) and Colin Lawler, WJU (USA)
	Impact of Communication Technology	Citizen Journalism through Mobile Communication: An Approach for Crisis Communication	Vir Bala Aggarwal, Himachal Pradesh University, Shimla (India)
	Professional Practices	The Relationship of Crisis Communication and Shareholder Value	Phil Lambert, Center for Continuity Leadership (USA)
	Social Media	Commanding Influence: Social Media Command Centers Create Influence and Trust in a Crisis Situation.	Kristin Saling, USMA (USA) and Karen Freberg, UL (USA)

**Wednesday, March 06, 2013**  
**Breakout Presentations**

**Breakout Presentations #3**

**10:00 - 10:40**

Location	Track	Title	Speaker(s)
	Considering News Media	Media Coverage of the Crisis in Syria – Comparative Analysis of Turkish and US Media	Aydogan Vatandas (Turkey)
	Reputation and Image Repair	Sink or Swim: A Crisis Communication Case Study on USA Swimming's Response to Sexual Abuse Allegations Among Its Coaches	Carrie Scanlon West, WJU (USA)
	Impact of Communication Technology	Ritmes.clips: An Exploratory Case Study on Convergence Television in an Economical Crisis Environment	Maria Isabel Villa Montoya, Universidad Pontificia Bolivariana (Columbia)
	Professional Practices	Crisis Communication, Millennials and the College Classroom: Lessons Learned Teaching Future Crisis Managers How to Handle Crisis Communication	Owen Kulemeka, OU (USA)
	Social Media	Social Media: When "It" Hits the Fan	Gerald Braud, Braud Communication (USA)

**Breakout Presentations #4**

**10:50 - 11:30**

Location	Track	Title	Speaker(s)
	Considering News Media	Digital Media: The End of Media Concentration in Columbia?	M. Paula Martinez Concha, Universidad de los Andes (Columbia)
	Reputation and Image Repair	The Development of A Tourism Area Response Network in Machu Picchu, Cusco Region, Peru	Ashley Schroeder, UF (USA), Lori Pennington-Gray UF (USA), Carla Barbierie NCSU (USA)
	Impact of Communication Technology	Monitoring and Reporting Ebola and Marburg Virus Outbreaks in Uganda: How NICTs are Turning the Tide in the Management of Epidemics	George Musambira, NSC UCF (USA), Samuel Muwanguzi (???)
	Professional Practices	State University Online Crisis Communication Plans	Kristin Leigh Davis, NSC UCF (USA)
	Social Media	Gazpoted: The Role of Social Media in a Successful Crisis PR Response	Jim Satterfield (USA)