



12th Annual ICRC Conference Program
Marriott Hotel, 400 West Livingston Street, Orlando FL
March 7 – 9, 2022

Monday March 7, 2022

- 3:00-6:30 PM** **On-site Conference Registration and Packet Pick Up**
 Ascension **Table Hosts: Rebecca Freihaut, Sofia Salazar Carballo,**
 Foyer (2nd Floor) **Desiree Flores-Molina, Juan Manuel Perez Naufel**
- 3:00-4:00 PM** **Poster Display Set Up Steward: Adam J. Parrish, UCF**
 Assistants: Kelsey Lunsford, Juan Manuel Perez Naufel
- 4:00-5:00 PM** ***Journal of International Crisis and Risk Communication Research***
 Ascension A/B **Editorial Board Business Meeting**
 Facilitators: Timothy Sellnow, Audra Diers-Lawson, & Kenneth Lachlan
 Assistants: Laura Boutemen & Lakelyn Taylor

- 5:00-6:00 PM** **Opening Welcome & Networking Session**
 Ascension A/B **Facilitators: Lindsay Hudock, Deanna Sellnow, & Sofia Salazar Carballo**

- 6:00-7:30 PM** **Bridge Award: Connecting Research & Practice**
 Garden Terrace **Ceremony and Welcome Reception**
 Hosts: Timothy Sellnow & Robert Littlefield

Recipient: Dr. Mohan Dutta, Dean’s Chair Professor and Director, Center for Culture-Centered Approach to Research and Evaluation (CARE) in the School of Communication, Journalism, & Marketing—Massey University, NEW ZEALAND

Music by: Minnesota songwriters Jon Miller & Will Effertz

- 7:30-8:30 PM** **URBAN ‘KNIGHT’ CRAWL Downtown Orlando**
 Meet at **Walking tour of downtown Orlando nightlife, restaurants, etc.**
 Ascension Foyer **Knight Guides: Kelsey Lunsford & Paola Chinchilla**

Tuesday March 8, 2022

7:00-8:30 AM **Breakfast on Your Own**
Breakfast included in the hotel restaurant for attendees staying at the Marriott

7:30 AM – 5:30 PM **Conference Registration and Packet Pick Up**
Ascension Foyer **Table Hosts: Rebecca Freihaut, Sofia Salazar Carballo, Desiree Flores-Molina, & Juan Manuel Perez Naufel**

7:30 AM – 5:30 PM **Candy Bar (refreshments)**
Ascension C **Hosts: Wanda Tummons & Robb Lauzon**

7:30 AM – 5:30 PM **Silent Auction**
Ascension C **Hosts: Rebecca Freihaut & Laura Boutemen**

8:30-9:00 AM **Opening Ceremony and Remarks**
Ascension A/B **Lindsay Hudock (Emcee) & Robert Littlefield (Director, NSCM)**

WELCOME: City of Orlando Mayor, Buddy Dyer

9:00-10:45 AM **Keynote and Plenary Panel 1**
Ascension A/B

Dialogue and Debate in Difficult Times: Local Communities of Practice

Moderator: **Lindsay Hudock, Emcee** (Associate Instructor, AD/PR, UCF)
Facilitator: **Timothy Sellnow** (Professor, Strategic Communication, UCF)

Keynote: **Ronald C. Arnett** (Professor and Chair, Duquesne University)

Title: The Pandemic of Everyday Crisis

Abstract: A crisis does not generally erupt from nothing; a crisis is akin to a human being moving through birth and subsequent ongoing biological changes and maturation while continually interacting with a shifting environment. Today's environment nourishes a pandemic of everyday crisis. This address examines the clash of narratives, or what Alasdair MacIntyre (1984) termed the clash of rival traditions, as the normative reality of this historical moment. Today, we are faced with an existential crisis. We must choose between ongoing lament or a willingness to engage in the difficult and demanding work of pragmatic meeting of narrative difference. This choice offers the human community divergent futures: one centered in frustration and health, and the other in avoidance and malaise.

Reference: MacIntyre, A. (1984). *After virtue (end ed)*. University of Notre Dame Press.

Invited Panelists:

Chris Castro, Director, Office of Sustainability & Resilience, City of Orlando, FL, USA
 “Title TBD”

Yue ‘Gurt’ Ge, Assistant Professor, School of Public Administration & Faculty Co-Lead, Urban Resilience Initiative, UCF, USA
 “Emergency Risk Communication through Cross-Sectoral Partnerships in Networked East Central Florida Communities”

Isaret Jeffers, Founder, Colectivo ÁRBOL (2017-present) FL, USA
 “Title TBD”

Shayla Cannady, Assistant Director/Public Relations, Orange County Public Schools, Orlando, FL: USA
 “Title TBD”

Roy Reid, Jr. APR, CPRC, Executive Director of Communications, Advent Health, FL: USA
 “Title TBD”

10:45-11:00 AM **Poster/Vendor/Sponsor Networking Break**
 Ascension C Visit with poster presenters and vote for the “People’s Choice” award.
 & Foyer

11:00 AM-12:15 pm **Breakout Session 1**

Amelia *ICRCC Room Coordinator: Laura Boutemen*

The Price We Pay: COVID-19, Mental Health, and Emotional Well-being

Respondent/Discussion Facilitator: Dr. Ronald C. Arnett, Duquesne University

Presentations:

Bridging a gap in understanding: Opening a dialogue on the effect of mental load on crisis response. Sally Hastings, University of Central Florida, Orlando, FL: USA, & Elizabeth Minei, Baruch College, CUNY: USA

The role of emotions on stakeholders’ perceptions during the COVID-19 pandemic. Lisa Bergson & Thomasena Shaw, Bridgewater State University, Bridgewater, MA: USA

Effect of construal level and information-richness in messages about depression among college students. Ashik Shafi, Assistant Professor, Department of Integrated Media, Bemidji State University: USA

Bridging the gap: Sharing information, resources, and peer support for mental health concerns during COVID-19 on TikTok. Carrie Reif-Stice, Augusta University, Augusta, GA: USA & Sarah Smith-Frigerio, Columbus State University, Columbus, GA: USA

Donating in disaster: Determining motivations and barriers for volunteering and giving during COVID-19. Meredith Oglesby. University of Florida, Gainesville, FL: USA

Windward A **ICRCC Room Coordinator: Kelsey Lunsford**

It's only a game: Or is it?: Crisis and risk communication on and off the field

Respondent/Discussion Facilitator: Dr. Andrew Pyle, Clemson University

Presentations:

The face of the NFL is a bigot—What do we do? Examining the NFL's crisis response to Jon Gruden's emails. Edward Kian, Oklahoma State University, Stillwater OK: **USA**

Does environmental risk affect potential tourists' information seeking and visit intention to a host country?: The case of the 2021 Tokyo Olympic Games in the pandemic. Sung In Choi, Kyu Ha Choi, & Jeffrey Springston, University of Georgia, Athens, GA: **USA**

Racial norming in the National Football League's concussion settlement: A nested approach to addressing an ongoing crisis. Cory Young, Ithica College, Ithica, NY: **USA**, Terry L. Rentner, Bowling Green State University, Bowling Green, Ohio: **USA**, & Annemarie Farrell, Ithica College, Ithica, NY: **USA**

Dialogue and debate in difficult times: The NBA and global politics. Rod Carveth, Morgan State University, Baltimore, MD: **USA**

COVID19 news frames in sports headlines in England: A content analysis. Yazeed Aljasser, Indiana University of Pennsylvania, Reston, VA: **USA**

The emerging crisis of sportswashing. John Sweeney, University of North Carolina, Chapel Hill, NC: **USA**

Orange **ICRCC Room Coordinator: Lakelyn Taylor**

Public Opinion in a pandemic: A panel presentation about data collected through four surveys conducted with Americans throughout the COVID-19 pandemic

Respondent/Discussion Facilitator: Dr. Marsha Vanderford, Health & Risk Communication Senior Consultant, CDC, WHO

Presentations:

Love lost: Understanding conservative and rural Americans' relationship with the CDC during the COVID-19 pandemic. Ashley McLeod-Morin, Lauri M. Baker, Angela B. Lindsey, Lisa K. Lundy, and Ricky W. Telg, University of Florida, Gainesville, FL: **USA**

Hit me baby one more time: Understanding changes in American's stress related to natural disasters during a public health crisis. Angela B. Lindsey, Cheng-xian yan, Lauri M. Baker, & Sydney Honeycutt, University of Florida, Gainesville, FL: **USA**

Credence in crisis: Understanding what predicted Americans' willingness to get a COVID-19 vaccine early in the pandemic. Shelli Rampold, Ashley McLeod-Morin, & Lauri M. Baker, University of Florida, Gainesville, FL: **USA**

Mask minded: Understanding what makes Americans more willing to wear a mask during a public health crisis. Naik Wali, Anissa Zagonel, Cheng-Xian Yang, & Lauri M. Baker, University of Florida, Gainesville, FL: **USA**

Important people: The value of social influence as a path to increased vaccination during a public health crisis. Lauri M. Baker & Cheng-xian Yang, University of Florida, Gainesville, FL: **USA**

12:15 – 1:15 PM Practitioner Award for Excellence in Professional Practice Ceremony and Luncheon

Facilitators: L. Hudock (Emcee) & R. Littlefield (NSCM Director)

Recipient: Marsha Vanderford, Risk Communication Senior Consultant, U.S. Centers for Disease Control and Prevention, World Health Organization

1:15-2:30 PM Breakout Session 2

Amelia **ICRCC Room Coordinator: Laura Boutemen**

To be or not to be: Cross-continental comparisons about vaccine compliance messages and decision-making

Respondent/Discussion Facilitator: Dr. Audra Diers-Lawson, Kristiana University

Presentations:

Give care a shot: Case study of COVID-19 vaccine communication in rural Appalachia. Julia Fraustino, West Virginia University, Morgantown, WV: **USA**

How is vaccine hesitancy related to fast-developed vaccines? Manzur Maswood, University of Kansas, Lawrence, KS: **USA**

Was COVID-19 a game changer for changing vaccine hesitancy in the UK?: Understanding the role of competitive message environments about vaccination throughout the pandemic on British vaccine attitudes. Audra Diers-Lawson, Kristiana University College, Oslo, **NORWAY**

COVID-19 and the cultural compass: Do health risk and crisis messages promoting vaccination uptake bear cultural particularities into account? Isabell Koinig, University of Klagenfurt, Klagenfurt: **AUSTRIA**

Windward A **ICRCC Room Coordinator: Kelsey Lunsford**

Why should I trust you?: Reputation management and image restoration across contexts and countries

Respondent/Discussion Facilitator: Dr. Amiso George, Texas Christian University

Presentations:

Trust: The shrouded public health threat. LaShonda L. Eaddy, Penn State University, **USA**, Yan Jin, University of Georgia, Athens, GA: **USA**; Xuerong Lu, University of Georgia, Athens, GA: **USA**; Santosh Vijaykumar, Northumbria University, New Castle, **UNITED KINGDOM**; Aravind Sesagiri Raamkumar, Agency for Science, Technology & Research (A*STAR), Connexis, **SINGAPORE**; & Swati Sharma, Mimo56 Design Lab, Jaipur: **INDIA**

Crisis communication and organizational resilience in developing country: Trends and perspectives in the public sector. Amal Essemlali, Ibn Zohr University, Casablanca, **MOROCCO**

A decade after the Arab Spring: Communicating crises using image repair strategies. Abdullay Alriyami, University of Technology and Applied Sciences, Seeb, Muscat, **OMAN**

From vilified to respected?: How big pharma used the COVID-19 crisis to repair its image. Matthew Tidwell, University of Kansas, Lawrence, KS: **USA**

Strategic adaptation and the Olympic host city crisis. John Sweeney, University of North Carolina, Chapel Hill, NC: **USA**

Orange **ICRCC Room Coordinator: Lakelyn Taylor**

The end of the world as we know it: Teaching and learning in the post COVID-19 “new normal”

Respondent/Discussion Facilitator: Dr. Joel Iverson, University of Montana

Presentations:

Teaching crisis in difficult times. Amanda G. McKendree, University of Notre Dame, **USA** & Jeanne M. Pursuit, University of North Carolina, Wilmington: **USA**

Teaching crisis management in the pandemic era. Nick Linardopoulos, Rutgers University, New Brunswick, NJ: **USA**

Emerging faculty debate surrounding online learning in the wake of COVID-19. Melissa Looney, & Jamie Vega, University of Central Florida, Orlando, FL: **USA**

Communication amid chaos: Lessons learned from bridging the gap between “going virtual” and succeeding online. Suzy Prentiss, University of Tennessee, Knoxville, TN: **USA**

2:30-2:45 PM

Ascension C
& Foyer

Poster/Vendor/Sponsor Networking Break

Visit with poster presenters and vote for the “**People’s Choice**” award.

2:45-4:00 PM **Breakout Session 3**

Amelia

ICRCC Room Coordinator: Laura Boutemen

Political messaging quagmire across the globe: Government spokespersons can and must do better

Respondent/Discussion Facilitator: Dr. Martin Löffelholz, Technische Universität Ilmenau

Presentations:

COVID aporia: Between infantilization and hyper-responsibility, the French response to the pandemic. Adrien Jouis, L’Ecole de Commerce de Lyon, Paris, **FRANCE**

Government communication: A comparative analysis and examination of crisis communication strategies. Andrei Galan, National University of Political Studies and Public Administration, Bucharest, **ROMANIA**

Twitter use by governments during the COVID-19 epidemic: The case of Nigerian and Indian health ministries. Soumitro Sen & Amiso George, Texas Christian University, Fort Worth, TX: **USA**

Effective governmental risk and crisis communication on Twitter: A study of communication strategies and their development during the COVID-19 pandemic on the example of Switzerland. Alben Bjorck, Zurich University, Zurich: **SWITZERLAND**; Audra Diers-Lawson, Kristiana College University, Oslo: **NORWAY**; Felix Ducrey, Zurich University, Zurich: **SWITZERLAND**

Windward A **ICRCC Room Coordinator: Kelsey Lunsford**

Deadly disasters and the lessons we've learned

Respondent/Discussion Facilitator: Dr. Jeffrey Brand, University of Northern Iowa

Presentations:

Small town, big crisis: Lessons learned from Surfside. Brian Andrews, Carlos Gonzalez, Frank Fernandez. *The News Directors*, Miami, FL: **USA**

Bridging the gap between risk analysis and risk communication: Learning from the Astroworld tragedy to develop more robust Respondent/Discussions of risk, Rebekah Fox, Texas State University, San Marcos, TX: **USA**

Transforming crisis cacophony to community harmony through fast temporary organizing: The organic communicative constitution of civilian crisis response in the case of snowpocalypse. R. Tyler Spradley, Stephen F. Austin State University, Nacogdoches, TX: **USA**

Orange **ICRCC Room Coordinator: Lakelyn Taylor**

Expanding theory: From the dark side of mis-, dis-, and mal-information to the bright side of resilience and renewal

Respondent/Discussion Facilitator: Dr. Kenneth Lachlan, University of Connecticut

Perspectives on post-crisis communication theories of resilience and renewal. William Nowling & Matthew Seeger, Wayne State University, Detroit, MI: **USA**

The dark side of risk and crisis communication: Carving out an agenda for research and practice. R. Tyler Spradley, Stephen F. Austin State University, Nacogdoches, TX: **USA**

Convergence, cascading and overlapping crises. Ronisha Sheppard, Shawn McElmurry, & Matthew W. Seeger, Wayne State University, Detroit, MI: **USA**

New perspectives on crisis history. Wouter Jong, Leiden University, Leiden University, Leiden: **NETHERLANDS**

Global crisis: Scholars have diverse but not polarized opinion for post COVID-19 world. Prakash Kumar Paudel, Kathmandu Institute of Applied Sciences, Kathmandu: **NEPAL**; Bharat Raj Poudel, Queensland University of Technology, Brisbane, Queensland: **AUSTRALIA**

4:00-4:15 PMAscension C
& Foyer**Poster/Vendor/Sponsor Networking Break**

Visit with poster presenters and vote for the “People’s Choice” award.

4:15-5:30 PM Breakout Session 4

Amelia *ICRCC Room Coordinator: Laura Boutemen*

That’s entertainment: Impact of COVID-19 on hospitality, tourism, and entertainment industries***Respondent/Discussion Facilitator: Dr. Amiso George, Texas Christian University******Presentations:****The impact of the COVID-19 pandemic on the entertainment industry in Eastern Europe.* Andrei Galan, National University of Political Studies and Public Administration, Bucharest, **ROMANIA***Bridging the gap between the fashion industry and crisis communication theory: Evaluating 50 years of value co-creation, public relations, and crisis response in the industry.* Sophie Hillier, Nottingham Trent University, Nottingham, **UNITED KINGDOM**; Esther Pugh, Leeds Beckett University, Leeds, **UNITED KINGDOM**; Audra Diers-Lawson, Kristiana University College, Oslo: **NORWAY***Case analysis: Patagonia and transparency.* Sofia Salazar, Amanda Allen, & Madison Wilson, University of Central Florida, Orlando, FL: **USA***Investigating the aspect recovery of COVID-19 crisis and potential for media influence in tourism and hospitality economy.* Nini Shaliza, Mohd Zuraimi, & Ahmad Albattat, Management and Science University, **MALAYSIA**; Marco Valeri, Niccolo Cusano University, Rome, **ITALY***Netflix, Saudi Arabia, and in Internet bad boy: Improving American media giants’ responses to censorship crises through discourse of renewal.* Sabrina Singh, Rutgers University, New Brunswick, NJ: **USA****Windward A** *ICRCC Room Coordinator: Kelsey Lunsford*

Interrogating crisis and risk communication: Considering justice, equity, diversity, and inclusion***Respondent/Discussion Facilitator: Dr. Matthew W. Seeger, Wayne State University******Presentations:****Practice what you preach: The Dow Jones 30’s DEI declarations & the regulatory and crisis communication management implications of their (in)actions.* Monique Farmer, University of Nebraska at Lincoln, Lincoln, NE: **USA**, & LaShonda L. Eaddy, Penn State University, University Park, PA: **USA***Legitimacy and renewal: Communication strategies to respond to the policing crisis in the United States.* Andrew Pyle, Clemson University, Clemson, SC: **USA***The sleeping cultural value—Turning foreignness from a liability to an exotic asset.* Jasper Fessmann & Anja Fessmann, West Virginia University, Morgantown, WV: **USA**

Communication is more important than friendships in host-refugees relationship in crisis time. Md Khadimul Islam & Muhammad Aminul, Wayne State University, Detroit, MI: USA

Promoting COVID-19 vaccine among communities of color: An analysis of U.S. minority serving higher education institutions' message framing strategies. Najma Akhther, M. Rosie Jahng, and Khairul Islam, Wayne State University, Detroit, MI: USA

Orange **ICRCC Room Coordinator: Lakelyn Taylor**

Discourse, dialogue, and storytelling in both sense- and decision- making

Respondent/Discussion Facilitator: Dr. Ronald C. Arnett, Duquesne University

Presentations:

Debating our crisis realities: Time for a dialogic approach to our ontological assumptions. Joel Iverson, University of Montana, Missoula, MT: USA; Steven Venette, University of Southern Mississippi, Hattiesburg, MS: USA; Carrie Reif-Stice, Augusta University, Augusta, GA: USA

Crisis narratives: Liminality as a crisis narrative type/act. Elizabeth Spradley, Austin State University, Nacogdoches, TX: USA

Crisis as practice: Dialogue and metadiscourse. Mariaelena Bartesaghy, University of South Florida, Tampa, FL: USA

Choosing between the carrot and the stick: Message processing of positive and negative child vaccination reinforcement and the effect of anticipated regret on parental decision to vaccinate kids against COVID-19. Seoyeon Kim, University of Alabama, Tuscaloosa, AL: USA; Grace Eunhae Park, Ball State University, Muncie, IN: USA

5:45-7:30 PM **Bridging the Gaps Signature Reception/Dinner**

Ascension A/B

Featuring heavy hors d'oeuvres and live music

Music by: Minnesota songwriters Jon Miller & Will Effertz

Wednesday March 9, 2022

8:30-9:45 AM **Breakout Session 5**

Amelia **ICRCC Room Coordinator: Laura Boutemen**

Deconstructing issues of public and personal healthcare in times of risk and crisis

Respondent/Discussion Facilitator: William Nowling, Wayne State University

Presentations:

Building trust through locality: Communicative practices of Finnish healthcare communication experts. Minttu Tikka, Aalto University, Espoo, and Vuokko Härmä, THL, Helsinki: FINLAND

Using mHealth technology to improve physician/patient communication among patients suffering from invisible chronic illnesses (ICIs): Phase II. Jami Warren and Ming-Yuan Chih, University of Kentucky, Lexington, KY: **USA**; Deanna Sellnow, University of Central Florida, Orlando, FL: **USA**

“The Princeton Outbreak”: A case study of a university health crisis and implications for communicating science. Judy F. Jarvis, Ralph A. Gigliotti, & John Kolligan, Princeton University, Princeton, NJ: **USA**

Who influences the information flow of COVID-19 vaccines on Twitter?: Implications of using social network analysis in crisis communication. Xianlin Jin. University of Toledo, Toledo, OH: **USA**

Windward A **ICRCC Room Coordinator: Kelsey Lunsford**

Political Communication and Corruption in Times of Crisis

Respondent/Discussion Facilitator: Dr. Günes Murat Tezcür, University of Central Florida

Presentations:

Heir to the throne: Ron DeSantis’s inheritance of a Trumpian COVID-19 ideology. Monica Mayer & Walker Talton, University of Central Florida, Orlando, FL: **USA**

The perils of the boomerang effect: White House massaging to deter border crossing backfires. Mariely Valentin-Llopis, Barry University, Miami Shores, FL: **USA**, & and Jessica Delgado, Florida International University, Miami, FL: **USA**

Accounting for human security indicators: An international analysis of selected cultural and communication technology variables. George Musambira, University of Central Florida, Orlando, FL: **USA**

Ideology of crises in corruption in Israeli politics. Yaron Katz, Holon Institute of Technology, Holon: **ISRAEL**

The effect of polarization on international crisis communication: A case study of the Danish response strategy during the cartoon crisis. Yousef Fouad Alamer, University of Missouri, Columbia, MO: **USA**

Orange **ICRCC Room Coordinator: Lakelyn Taylor**

Managing Messages in a Media World

Respondent/Discussion Facilitator: Dr. Andreas Schwarz, Technische Universität Ilmenau

Presentations:

Context and knowledge claims in Canadian COVID-19 media coverage: Contrasting the coverage of health and economic issues. Kevin Quigley, Dalhousie University, Nova Scotia: **CANADA**

The roadmap to [mis]trust of public health agencies during the COVID-19 pandemic. Saud Alsulaiman, King Saud University, Riyadh: **SAUDI ARABIA**; & Terry L. Rentner, Bowling Green State University, Bowling Green, OH: **USA**

Communicating COVID-19 through social media: An analysis of regional and local public health agencies. Rachel Mattingly, Nan Yu, & Timothy Sellnow, University of Central Florida, Orlando, FL: **USA**

Should parents be allowed to share content about their kids on social media?: A review of the privacy policies of YouTube kids and TikTok and their social impact. Ream Alghamdi, University of Central Florida, Orlando, FL: USA

9:45- 10:00 AM

Ascension C
& Foyer

Poster/Vendor/Sponsor Networking Break

Visit with poster presenters and vote for the “**People’s Choice**” award.

10:00-11:45 AM Keynote and Plenary Panel 2

Ascension A/B

Dialogue and Debate in Difficult Times: Global Communities of Practice

Moderator: Lindsay Hudock, EMCEE (Associate Instructor, AD/PR, UCF)

Facilitator: Deanna Sellnow (Professor, Strategic Communication, UCF)

Keynote: Mohan Dutta (Dean’s Chair Professor, Massey University)
Director, Center for Culture-Centered Approach to Research and Evaluation (CARE), School of Communication, Journalism and Marketing
Massey University, Palmerston North, **NEW ZEALAND**

Title: Re-imagining crises as anchors for culture-centered structural transformations: The pandemic times

Abstract: In the words of the Indian literary activist Arundhati Roy, the pandemic is a portal to imagining how we re-organize our societies, politics, and economics. The pandemic exhumes from the crevices of our social systems the deep inequalities that have been cultivated by over three decades of accelerated neoliberalism. It places on our discursive registers the marginalizing processes that have dispossessed human beings, other diverse life forms, and eco systems from the habitats that have historically nurtured them and sustained care. The relentless pursuit of capitalist growth has propelled forms of extraction, expulsion, and exploitation that render our eco systems unsustainable, threatening to bring about cascading cycles of crises. Drawing on the organizing work of the culture-centered approach (CCA) carried out under the umbrella of the Center for Culture-Centered Approach to Research and Evaluation (CARE), located in the Pacific in Aotearoa New Zealand, this talk will explore the communicative labour of transforming extreme neoliberal spaces. Based on community-led academic-activist resistance to the global project of dispossessing the margins, we will attend to the actual work of grassroots democracy of the people, voiced through communicative infrastructures co-created in solidarity with communities, activists, and movements at the global margins.

Invited Panelists:

Martin Löffelholz, Ph.D.

Professor of Media Studies & Head, International Crisis Communication Research Group
Technische Universität Ilmenau, Ilmenau, **GERMANY**
and

Andreas Schwarz, Ph.D.

Professor of Media Studies & Chair, Public Relations and Communication
Technische Universität Ilmenau, **GERMANY**

“How to decipher the “pandemic public sphere:” Opportunities and challenges of cross-national risk and crisis communication on global health crises”

Marsha Vanderford, Ph.D.

Independent Consultant (Health Communication Emergency Risk Communication)
World Health Organization(WHO) & US Centers for Disease Control & Prevention(CDC): **USA**
“Title TBD”

Maria Eduarda Lander, Coordinator, LEO A.C. , Queretaro Association for the Promotion of Reading (LEO A. C. Mexico): **MEXICO**
“Title TBD”

11:45 AM – 1:00 PM Poster Award Ceremony and Luncheon

Facilitators: Lindsay Hudock (Emcee), Deanna Sellnow, Timothy Sellnow

1:00 PM SILENT AUCTION CLOSSES

1:00-2:15 PM Breakout Session 6

Amelia *ICRCC Room Coordinator: Laura Boutemen*

Wait? What? Who’s Talking Now?: Examining the role of media in COVID-19 communication

Respondent/Discussion Facilitator: Dr. Andreas Schwarz, Technische Universität Ilmenau

Presentations:

Understanding uncertainty: The role of information seeking repertoires during the COVID-19 pandemic.
Sofia Johansson & Bengt Johansson, University of Gothenburg, Gothenburg: **SWEDEN**

Deciphering the media eclipse: An analysis of Canadian journalistic coverage of the COVID-19 pandemic. Olivier Champagne-Poirer, Marie-Eve Carignan, & Marc D. David, University of Sherbrooke, Quebec: **CANADA**

Developers versus practitioners: Models and practices for social media listening in crisis communication.
Monica Bira, Corina Buzoianu, Roberta Raducu, & Ligia Stroe, National University of Political Studies and Public Administration, Bucharest: **ROMANIA**

Bridging the gap for online deception detection: Uncovering methodology to identify deceptive content in mediated communication. Margaret C. Stewart & Christa L. Arnold, University of North Florida, Jacksonville, FL: USA

A bridge too far? Examining the perceived credibility of content and message shared on Parler. Holly Roberts, Akoya, Pittsburgh, PA: USA; Morgan Getchell, Morehead State University, Morehead, KY: USA

Windward A ***ICRCC Room Coordinator: Kelsey Lunsford***

Saving the world: Water, weather, and climate change

Respondent/Discussion Facilitator: William Nowling, Wayne State University

Presentations:

Community response to disaster: Examining digital emergent behavior during Hurricane Florence. Andrew Pyle, Clemson University, Clemson, SC: USA

Flint Michigan water crisis: A case study examination using intersectionality theory. Katie N. Benson & Joel Iverson, University of Montana, Missoula, MT: USA

Human or Machine: Evaluating IDEA model elements in hurricane weather report perceptions. Lakelyn Taylor, Rob Eicher, & Tim Brown, University of Central Florida, Orlando, FL: USA

Clam farming as a sustainable solution: Environmental risks and benefits, Giovanna Breda Kubota, University of Central Florida, Orlando, FL: USA

**Student Paper*

Representation of climate change risks in the agricultural community: Farm Bureau issue management messages. Henry Seeger, Purdue University, West Lafayette, IN: USA

Orange ***ICRCC Room Coordinator: Lakelyn Taylor***

Managing Mega-crises in business and industry: It takes a village

Respondent/Discussion Facilitator: Dr. Joel Iverson, University of Montana

Presentations:

Employee communication and crises: Where are we and where should we go? Rodrigo Soares, University of Central Florida, Orlando, FL: USA

“The safety and well-being of our employees is our top priority”: Bridging the gaps between protecting human health and the economy of the meatpacking industry during the pandemic. Jeffrey D. Brand, University of Northern Iowa, Cedar Falls, IA: USA

Small business owners as leaders: Responses to a global pandemic. W. Patrick FulBright & Brendan Leahy, University of Georgia, Athens, GA: USA

Utilizing communication-based approaches to help small businesses with equitable recovery from the COVID-19 crisis. Arpita Jindani, Rutgers School of Communication and Information, New Brunswick, NJ: USA

Worth the risk? An examination of the relationship of risk/benefit and a CEO's risk-taking propensity to CEO advocacy. Anja Fessmann & Jasper Fessmann, West Virginia University, Morgantown, WV: USA

2:15- 2:30 PM

Ascension C
& Foyer

Poster/Vendor/Sponsor Networking Break

Visit with poster presenters and vote for the “People’s Choice” award.

2:30-4:00 PM

Ascension Salon A/B

Top Student Papers/Awards & Closing Ceremony

Marriott Hotel

Facilitators:

Lindsay Hudock, Deanna Sellnow, Timothy Sellnow

Respondent:

LaShonda Eaddy, Penn State University, USA

Presentations:

Variability in media content of public health outbreak coverage: A crisis communication approach.

Khairul Islam & Najma Akhther, Wayne State University, Detroit, MI: USA

Hurricane season hindsight 2020: Applying the IDEA model to local tropical cyclone forecasts. Rob Eicher, University of Central Florida, Orlando, FL: USA. **University of Georgia Crisis Communication Coalition Award for Best Student Paper**

In the face of danger: The effect of news information on consumers' perceptions and behavioral intentions in a food safety crisis. Cheng-xian Yang & Lauri M. Baker, University of Florida, Gainesville, FL: USA

Narrative mutation: The uncertainty of crisis triggers rhetorical chain reactions driven by the progression of merging narratives out of the depths of “The Pit.” Suha Mohammed, Regent University, Virginia Beach, VA: USA

POSTERS (Steward: Dr. Adam Parrish)

(1) *Risky business: Canada's regulatory response to vaping.* Stephanie Ritter, Carleton University, Ottawa, Ontario: CANADA

(2) *To vaccinate, or not to vaccinate, that is the question: Peace journalism praxis in the frame of crisis and risk communication of vaccine adoption within the boundaries of higher education.* Suha Mohammed, S. Perry, & T. L. Robinson. Regent University, Virginia Beach, VA: USA

(3) *Building bridges: Identifying Florida farmers' barriers, benefits, and concerns of complying with water quality protection laws.* Valentina Castano, University of Florida, Gainesville, FL: USA

(4) *“Armor Up”: The use of metaphor to mobilize a kingdom.* Melissa Looney & Jamie Vega, University of Central Florida, Orlando, FL: USA

(5) *The IDEA risk and crisis communication model applied to a social and environmental NGO in the context of mining conflict in Argentina.* Juan Manuel Perez Naufel, University of Central Florida, Orlando, FL: USA

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