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Conference 2024
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ICRCC PROGRAM & CONFERENCE INFORMATION

2024

UNIVERSITY OF CENTRAL FLORIDA
1963

ICRCA

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March 11, 2024

Dear Colleagues:

It is my great privilege to welcome you to the 13th ***International Crisis and Risk Communication Conference (ICRCC)*** held here in Orlando, Florida, USA—also known as the City Beautiful. This year's event marks an important moment of growth for us as the conference is now part of a bigger initiative, that is, the ***International Crisis and Risk Communication Association (ICRCA)***. If you have not yet joined the ICRCA, I encourage you to do so. We want to ensure that your voice is heard as we develop and refine myriad means for communicating and collaborating across fields of endeavor, as well as across national and international borders. Members will have the opportunity to participate in our first ICRCA annual meeting over lunch on Wednesday.

I would like to highlight a few new events we've added to the conference this year. First is the ***Design Thinking Workshop***, which will take place from 1:00-3:00PM on Monday. This highly interactive problem-solving session will focus on communication to prepare and educate employees for cyber events. If interested, be sure to register for the free event as seats are limited. Second is our ***Breakfast with Scholars*** that will take place from 7:15-8:30AM on Wednesday. If you are interested in having an informal discussion with one of the featured scholars over breakfast, be sure to register for this free event, as well. As always, we are delighted to have an array of featured panels throughout the conference, our ***Bridge Award Reception*** on Monday and ***Bridge Award Luncheon*** on Tuesday, as well as ***Top Student Papers*** panel on Wednesday afternoon. Finally, be sure to take time to visit with poster presenters and vote for the ***People's Choice Award***.

In closing, thanks to the ***Nicholson School of Communication and Media (NSCM)*** and the ***University of Central Florida (UCF)*** for hosting the conference on the newly constructed downtown Orlando campus. Thanks to the ***UCF Rosen College of Hospitality Management*** for sponsoring the ***Keynote and Plenary Session***, and a special thanks to the many volunteers who help make the conference a success. Finally, thanks to everyone participating in the conference this year. We hope you will find it informative and inspiring as you pursue your work related to risk, safety, and crisis communication.

Respectfully,

Dr. Deanna Sellnow
Executive Director
International Crisis and Risk Communication Association

UNIVERSITY OF CENTRAL FLORIDA

Nicholson School of Communication and Media
UCF Downtown Campus
500 West Livingston Street
Orlando, FL 32801

March 11, 2024

Welcome to the University of Central Florida!

On behalf of the University of Central Florida, it is my pleasure to extend a warm welcome to all the distinguished professionals, academics, students, and guests attending the 2024 International Crisis and Risk Communication Conference at the UCF Downtown Campus.

UCF is honored to be the site for this significant event, and it is with great enthusiasm that we welcome you to the UCF Downtown Campus. The Nicholson School of Communication and Media initiated and hosted the ICRCC from its inception through 2022. This year, we are delighted to continue as a Diamond Level Sponsor.

The conference serves as a unique platform that brings together professionals and academics in the field of risk and crisis communication. Over the years, the ICRCC has played a vital role in bridging the gaps between theory and practice, fostering collaboration, and advancing knowledge in areas such as risk and crisis communication, strategic communication, and instructional risk communication.

This year's sessions promise to be insightful and engaging, providing a forum for meaningful discussions and the exchange of ideas. As we navigate the complexities of crisis communication, your participation contributes to the collective effort in enhancing our understanding and approaches to these critical areas.

The University of Central Florida is committed to providing an environment that encourages learning, innovation, and collaboration. We trust that your experience at the conference will be both enriching and enjoyable.

Once again, welcome to the 2024 International Crisis and Risk Communication Conference. May your time here be filled with valuable insights, fruitful discussions, and memorable connections.

Cordially,

Robert Littlefield

Robert S. Littlefield, Ph.D.
Founding Director and Professor

Conference Venue Information

Venue: *The 2024 ICRCC is being hosted at the University of Central Florida Downtown Campus - 500 W. Livingston St., Orlando, FL 32801 in the DPAC (Dr. Phillips Academic Commons - Circled).*

Parking: *Parking is available in the nearby Parking Structure for $5/day (circled –use the Park Mobile App).*

Hotel Shuttles: *Free transportation is available from conference hotels to UCF venue.*

LYMMO Buses: *Free downtown Orlando circulator bus, providing free public transportation in the downtown business, entertainment, and shopping district (6AM-10:45PM).* https://www.tripsorlando.com/lymmo

Downtown Orlando Restaurants: *https://floridatravelgirl.com/best-downtown-orlando-restaurants/*

Link to Upload Photos: Join 2024 ICRCC on Eventer: https://s.eventer.cc/6pxq7sxc6h/s

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International Journal of Crisis and Risk Communication	*Audra Diers-Lawson* *Kristiania University NORWAY*
ICRCC Conference Proceedings	*R. Tyler Spradley* *Stephen F. Austin State Univ. USA*

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ICRCC 2024 Conference Program
March 11 – 13, 2024

Monday March 11, 2024

12:30-6:30 PM Onsite Conference Registration and Packet Pick Up
DPAC Lobby

1:00-3:00 PM Design Thinking Workshop: Risk and Crisis
Room 106A Communication to Prepare and Educate Employees for Cyber Events [Registration for this workshop is required.]

Preparing for a cyber-attack is imperative for every organization – in addition to keeping technological infrastructure up-to-date, both employee awareness and alert online behavior are critical components of any defense mechanism (Björck, Pugnetti, Casian, 2024). Organizations are investing in simulated phishing attacks and general communication, but messages are forgotten and the necessary change in awareness and behavior is not happening. How can organizations make the communication stick? How can experiential learning be triggered? What communication strategies, channels, messages, and messengers are necessary? On behalf of these companies (Allianz Switzerland and Mobiliar), we would like to invite academic scholars and practitioners to brainstorm and ideate possible solutions to this sticky problem.

1:00- 2:00 PM Poster Setup
Room 107

2:00-3:00 PM Networking and Posters
Room 107

2:00-3:45 PM Coffee & Refreshments Available
DPAC Lobby/Room 107

3:00-3:30 PM Conference Opening & Welcome
Room 106A

3:45 – 5:00 PM Featured Panels on Bridging Practice and Research

Room 161 ICRCC Room Coordinator: Jennifer Cook, Executive Director, WUCF, USA

Panel 1 Thinking Together: WHO, Practitioners, & Researchers Bridging the Gap Between Evidence and Action During Emergencies

Moderator & Discussion Lead: *Ben Duncan – Consultant (Belgium)*

Panelists: Aizhana Dzhumalieva – American University of Central Asia (Kyrgyzstan), Audra Diers-Lawson – Kristiania University College (Norway), Brigitte Strahwald – LMU Munich (Germany) Cristiana Salvi - WHO-Europe (Denmark)

Summary: This panel begins with the assumption that having high quality, up-to-date evidence is critical for designing effective public health interventions, particularly in the context of RCCE-IM. A challenge is ensuring this information is, in fact, rapidly produced and high quality in nature. This panel will present recent examples of best practice from the WHO European Region of research/practice collaboration to produce rapid response evidence to inform RCCE-IM interventions. The panel will also lead a discussion on how to facilitate more RCCE-IM research and researcher/practitioner collaboration – including work done by the WHO European Regional Office's Technical Advisory Group on RCCE-IM to scope a research agenda. This moderated panel discussion features practitioners and researchers who are all members of the WHO European Regional Office TAG on RCCE-IM.

Room 169 ICRCC Room Coordinator: Sofia Salazar, UCF, USA

Panel 2 Risk and Crisis Communication in Wildland Fire Fighting.

Moderator & Discussion Lead: *Joel Iverson – University of Montana (USA)*

Panelists: David Flores – US Forest Service (USA), Rebekah Fox – Texas State University – San Marcos (USA), Jody Jahn – University of Colorado (USA), Satoris Howes – Oregon State University (USA), Emily Haire – US Forest Service (USA), Steven J. Venette – University of Southern Mississippi (USA)

Summary: Presenters will discuss the development and use of a research strategy to cultivate communities of practice to mitigate the risks associated with the catastrophic effects of wildfires on communities. This panel has two primary goals: (a) contribute theoretically to the understanding and application of communities of practice, specifically around risk management and (b) contribute to understanding in the form of lessons learned from the United States Forest Service.

Room 169A ICRCC Room Coordinator: Rebecca Freihaut, UCF, USA

Panel 3 Strategic Crisis Communication and the Ukraine/ Russia War.

Moderator & Discussion Lead: *Matthew Seeger – Wayne State University (USA)*

Panelists: William Nowling – Michigan State University (USA), Doug Jordan – Joint Special Operations University (USA), Gigi Khaibrakhmanova – University of Northern Iowa (Russia), Jeffrey Brand – University of Northern Iowa (USA), Alina Bargaoanu – SNSPA (Romania), Corina Buzoianu – SNSPA (Romania), Sonny S. Patel – Georgia State University (USA)

Summary: While wars are fought using military equipment and trained professionals, strategic communication and public relations are increasingly seen as a powerful, albeit under examined, weapon systems (Halloran, 2007, Khan & Pratt, 2022). Halloran notes that in international conflicts, strategic communication involves persuading allies and friends to offer support, persuading neutrals to remain so, persuading adversaries that you will prevail and persuading citizens to support the effort. Although strategic communication has likely always been a feature of war, conflicts in Vietnam, Afghanistan and Iraq have demonstrated its importance. Dimitriu (2012), for example, conducted an analysis of the conflict in Afghanistan and argued that "The heart of a strategic communication strategy is formed by a strategic narrative, a compelling storyline which can explain events convincingly and from which inferences can be drawn." Social media and the speed and width of diffusions has made strategic communication an even more powerful force in armed conflicts.

5:00-5:30 PM Networking and Posters
Room 107

5:30-7:30 PM Bridge Award for Excellence in Connecting Research and Practice Ceremony and Welcome Reception
Room 106A

Recipient: Prof. Dr. Martin Löffelholz, Technische Universität Ilmenau (Germany)

Dr. Löffelholz is Professor of Media Studies and Head of the International Crisis Communication Research Group at the Ilmenau University of Technology in Ilmenau, Germany. He is former President of the Swiss German University in Jakarta, Indonesia. Since 2021, he has been a spokesperson for the DECIPHER research consortium, which unites researchers from around the world to examine the communication strategies of governments, public health agencies, and media journalists regarding the COVID-19 mega-crisis. Dr. Löffelholz is author or co-author of more than 400 academic publications, including 21 books. His research focuses primarily on issues of risk, crisis, and war communication, as well as organizational communication, journalism, and public diplomacy. His research is also informed by his professional experience as a former journalist and ex-soldier. He has taught in more than 30 countries worldwide, has trained journalists from more than 15 countries, and has more than three decades of experience advising governments, non-governmental organizations, and the private sector.

The Risk and Crisis Communication Section of ECREA is an associated partner of the ICRCA. It serves as a central interface for researchers in Europe and beyond who study risk and crisis communication across a variety of contexts, such as environmental, technological, organizational, and political domains. As part of a pan-European network of communication and media scholars, the Risk and Crisis Communication Section is interested in cross-border research and is open to a broad variety of theoretical lenses and methodological paradigms. It is also interested in a close exchange with practitioners, as it sees itself as an application-oriented research community. The Section meets annually, alternating between the general ECREA conference and the Section conference. Researchers and practitioners from all over the word are welcome to join the network and participate in its meetings as well as further activities.

Given the increasingly global and interconnected crises of our time, the goal of the partnership between the ICRCA and ECREA's Risk and Crisis Communication Section is to promote the shared field of research, exchange expertise and collaborate internationally for the benefit of theory, research, teaching and practice.

Tuesday March 12, 2024

7:30 AM – 3:30 PM **Conference Registration and Packet Pick Up**
DPAC Lobby

8:30-8:45 AM **Welcome Remarks**
Room 106A ***Dr. Deanna Sellnow, Executive Director &***
Dr. Timothy Sellnow, President

8:45-10:30 AM **Keynote and Plenary Panel**
Room 106A

Title: ***Challenges and Opportunities for Communicating Risk and Managing Crises in Entertainment, Hospitality, & Tourism Industries***

Moderator: ***Dr. Deanna Sellnow, Clemson University (USA)***

The UCF Rosen College of Hospitality Management is the nation's leading college for hospitality education and research, ranked #1 in the nation and top 5 in the world by the 2023 ShanghaiRankings' listing of 500 of the world's top universities for hospitality and tourism programs. The college houses eight highly respected journals for hospitality and tourism in addition to the *Rosen Research Review*, an applied research magazine serving as a bridge between academic research and industry applications.

Committed to advancing knowledge, embracing innovation, and serving humanity through hospitality, the college stands out not only for its top rankings but also for its extensive range of programs, including undergraduate and graduate programs in diverse areas like hospitality management, event management, entertainment management, lodging and restaurant management, theme park and attraction management, and lifestyle community management. Uniquely positioned in America's top tourism destination—Orlando, FL, we educate the next generation of industry leaders through internationally recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

Keynote Speaker: ***Dr. Alan Fyall, Associate Dean of Academic Affairs and 'Visit Orlando' Endowed Chair of Tourism and Marketing at the Rosen College of Advisory Hospitality Management, University of Central Florida (USA)***

BIO: Dr. Fyall serves on the Board of TravelAbility, an organization dedicated to providing thought leadership in accessible travel, is Founding Editor of the *Journal of Destination Marketing & Management* (IF: 8.4), an elected Fellow of the International Academy for the Study of Tourism, where he currently serves as Second-Vice-President, and is a former Board Member of the Bournemouth Tourism Management Board (DMO). He has conducted many tourism destination development and management projects for clients in the UK, European Union, Africa, the Caribbean, USA, and Southeast Asia. Clients include the ESRC (UK), Grant Thornton, Ernst & Young, the Commonwealth Secretariat, the Malaysian Government, the Supreme Commission for Tourism and Antiquities (Saudi Arabia), World Travel & Tourism Council and The Ocean Panel.

Alan has published over two hundred peer-reviewed academic outputs including twenty-seven books and has an h-Index of fifty, an i10-index of 109 and over 20,000 citations. His books include Marketing for Tourism & Hospitality: Collaboration, Technology and Experiences (Abingdon, Routledge), Tourism Principles & Practice (Sixth Edition) (Harlow, Pearson Education) and Tourism Marketing: A Collaborative Approach (Clevedon, Channel View Publications).

Keynote Title: Tourism – Forever Vulnerable but Always Resilient (….so far)

Abstract: Crises and disasters are not new to tourism with the industry needing to become ever more resilient to the "shocks" and "stressors" it continues to face. This presentation will introduce the relationship between tourism, crises and disasters and show how the recent COVID-19 pandemic impacted visitation across the world, and more locally here in Central Florida. What will become apparent are how different types of destinations suffer more acute impacts than others, the imbalance in the world between developed and developing-nations, and those systemic vulnerabilities that persist, and the responses required to further the resilience of tourism as a sustainable industry for the future.

Invited Panelists:

Dr. Frida Bahja, Director of Research, Experience Kissimmee
Limbardo Lambrano, Field Marketing & Marketing Analytics, Hyatt Hotels
Jeremy Fairley, Senior Partner Customer Success, ADARA A RateGain Company
Felipe Robine, Director, Leisure Travel, Worldwide Sales at BWH Hotel Group®
Mark Baker, Associate Data Scientist , Universal Destinations & Experiences
Dr. AJ Templeton, Assistant Professor, Southern Utah University

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Committed to advancing knowledge, embracing innovation, and serving humanity through hospitality, the college stands out not only for its top rankings but also for its extensive range of programs, including undergraduate and graduate programs in diverse areas like hospitality management, event management, entertainment management, lodging and restaurant management, theme park and attraction management, and lifestyle community management. Uniquely positioned in America's top tourism destination—Orlando, FL, we educate the next generation of industry leaders through internationally recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

10:30-10:45 AM **Poster/Vender/Sponsor Networking Break**
Room 107 Visit w/ poster presenters & vote for **"People's Choice"** award.

10:45 AM-Noon Breakout Session 1

Room 161 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 1A Overcoming Barriers to Researcher/Responder Collaboration in Live Emergencies: Experiences from the COVID Pandemic and Other Recent Emergencies

Moderator & Discussion Lead: *Audra Diers-Lawson - Kristiania University College (Norway)*

Panelists: *Ben Duncan – Consultant (Belgium), Riko Kimoto – Asia Europe Foundation (Japan), Timothy Sellnow – University of Central Florida (USA), Brigitte Strahwald – LMU Munich (Germany)*

Summary: The ICRCC has long valued its focus on 'bridging the gaps' between scholars, research, and practice. This panel's aim is to create an open dialogue between scholars and public health practitioners addressing how to build effective collaborations. Professor Audra Diers-Lawson will conduct a moderated discussion with a panel of practitioners and researchers from the Americas, Asia, and Europe before opening the discussion to include session audience members. The panelists will discuss topics like: (1) building a consensus about the importance of collaborations; (2) discussing the practical barriers and challenges in such collaborations; (3) identifying examples of successful experiences; and (4) suggesting pragmatic approaches to network and collaboration building. With these topics in mind, the panel will also actively interrogate one of the assumptions made – that the collaboration provides value to both scholars and practitioners. However, this assumption is seldom actively discussed. Thus, this panel hopes to push the conversation beyond 'bridging the gaps' by focusing more specifically and concretely on the concept of 'value-creation' in strategic alliances or relationship building. By the end of the panel discussion, the aims are to: (1) more clearly define what value each part of a scholar/practitioner collaboration should create and (2) identify benchmarks for success and failure of the collaborations.

Room 169 ICRCC Room Coordinator: Roy Aulie Jacobsen, Kristiania Univ., Norway

Session 1B Exploring the Role of Perception in Agriculture: From Social Media to Food Consumption

Respondent/Discussion Facilitator: *Steven J. Venette – University of Southern Mississippi (USA)*

Presentations:

1. **Ticks on X: Uncovering Sources and Engagement Rates**
   Cheng-Xian Yang – University of Florida (USA) & Lauri M. Baker – University of Florida (USA)

2. **Relevant Risk: Unraveling the Recipe for Risk Information Seeking in Foodborne Illness**
   Cheng-Xian Yang – University of Florida (USA), Lauri M. Baker – University of Florida (USA), Ricky Telg - University of Florida (USA), James Bunch - University of Florida (USA), Jonathon Watson – University of Florida (USA)

3. **Enhancing Food Sustainability through Latent Class Analysis of Biosecurity Attitudes and Decision-Making Strategies of Swine Producers in the United States**
   Richard Sylvanus Baye – University of Vermont (USA)

4. **Determining Risk Perceptions of the Growing Aquaculture Industry**
   Angela B. Lindsey – University of Florida (USA), Aly Morrison – University of Florida (USA), Ricky Telg – University of Florida (USA), Marcy Cockrell – NOAA (USA), Portia Sapp – Florida Department of Agriculture and Consumer Services (USA), and Shane Feyers (USA)

5. **Unearthing Solutions: Assessing Available Resources for Crop Advisors' in Tackling The Water Quality Crises in Florida**
   Morgan Raper – University of Florida (USA), Lauri Baker – University of Florida (USA), and Rachel Stormant – University of Florida (USA).

Room 169A ICRCC Room Coordinator: Grace Omondi, Kristiania Univ., Norway

Session 1C Peace, Unity, & Polarization: A Challenging Global View of Risk & Crisis Rhetoric

Respondent/Discussion Facilitator: *Marta N. Lukacovic – Angelo State University (USA)*

Presentations:

1. **Twitter and International Political Polarization: A Critical Discourse Analysis of Tweets During the Fall of Kabul**
   Mohsin Hassan Khan – Bahria University (Pakistan)

2. **Fake News and Disinformation Campaigns: A Challenge for Development and the Way Forward**
   Raja Arslan Ahmad Khan – Multimedia University (Malaysia)

3. **Cultural Dialogues in Public Relations Crisis Management: A Rhetorical Analysis of Morgan Freeman and Ghanim Al Muftah during 2022 FIFA World Cup Opening Ceremony**
   Taleb Al-Adbah – University of Central Florida (USA)

4. **Re-Orientation of Journalism Tailored in the Fabric of Peace Knocks on Secret Doors of a Digital Media Landscape**
   Suha Mohammed – Regent University (USA)

5. **Focus Groups as a Community and Identification Building Tool During Crisis Communication**
   Gregory S. Larson – University of Montana (USA) & Joel Iverson – University of Montana (USA)

Noon – 1:15 PM Room 106A *Bridge Award for Excellence in Professional Practice Ceremony and Luncheon

***Recipient: Henrik Olinder, Senior Expert, Swedish Civil Contingencies Agency (Sweden)**

Henrik Olinder is Senior Expert in Crisis Communication and Editor at the Swedish Civil Contingencies Agency (MSB). His work involves initiating and leading large projects with suitable executors. For example, he is currently overseeing a project focused on method development for crisis communication, concerns, and rumors. Other projects have focused on digital media development and trust issues. At MSB, he teaches crisis communication courses primarily aimed for communication managers and management levels within authorities, ministries, and other stakeholders. His work also includes carrying out scenario exercises, planning and giving advice to stakeholders before, during, and after a crisis. He also edits handbooks tailored to media professionals. He has been a member of the Executive Board of the Swedish Communication Association and served as a Seconded National Expert in risk and crisis communication for the European Center for Disease Prevention and Control (ECDC). He has taught at Stockholm University and is co-author of a book entitled *The Rhetoric of Images in Journalism* published by Norstedt's Publishing House.

1:15-2:30 PM Breakout Session 2

Room 161 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 2A Crisis Communication and Water Contamination

Respondent/Discussion Facilitator: *Matthew Seeger, Wayne State University (USA)*

Panelists: *Morgan Getchell – Morehead State University (USA), Xianlin Jin – University of Toledo (USA), Henry S. Seeger – University of Michigan (USA), Lahne Mattas-Curry – University of Maryland (USA), Khairul Islam – State University of New York at Oswego (USA), Taejin Jung – State University of New York at Oswego (USA), Richard Smith – Wayne State University (USA), Elizabeth Carlson – Central Michigan University (USA)*

Summary*:* Several major environmental crises, including lead poisoning and Legionella in the City of Flint (Day et al., 2019), chemical spills in West Virginia (Getchell & Sellnow, 2016), and hazardous algal bloom in Toledo, Ohio (McCarty et al., 2016) were associated with contaminated drinking water. The recent East Palestine, Ohio Train derailment raised significant concerns about long- and short-term health impacts, the role of response groups and agencies, including the impacted communities and agencies including the Environmental Protection Administration (Dinneen & Hsu, 2023, Sun, 2023). Access to clean and safe water is further problematized by ongoing water shortages driven by climate change and overuse. Major environmental communication challenges are associated with water contamination. These and other contamination events threaten public health, requiring communication including public warnings, information about response, risk messages about mitigation and health impacts, and explanations about cause and responsibility (Day et al., 2022; O'Shay et al., 2020).

Room 169 ICRCC Room Coordinator: Roy Aulie Jacobsen, Kristiania Univ., Norway

Session 2B Lessons Learned from the Challenges of Governmental Crisis Communication

Respondent/Discussion Facilitator: *Amiso George – Texas Christian University (USA)*

Presentations:

1. **The Future of Risk and Crisis Communication Research: Global Experts' Insights on Best and Worst Practices for Securing External Funding**
   Brooke Fisher Liu – University of Maryland (USA), Yan Jin – University of Georgia (USA), Wenqing Zhao – University of Georgia (USA), Andreas Schwarz – Technische Universität Ilmenau (Germany), Olivia Truman – University of Maryland (USA), & Matthew Seeger – Wayne State University (USA)

2. **Application of Interdisciplinary Theories in Crisis Communication: The Perspective of Functional Theory of Political Discourse**
   Md Abu Naser – California State University-Bakersfield (USA)

3. **Intersecting Horizons: G7 Leadership Communication Amidst the COVID-19 Pandemic, An Exploration of Crisis and Leadership Theories**
   Yazeed Aljasser – Indiana University of Pennsylvania (USA)

4. **The Political Crisis over Effective Supervision of Government Activity: Israel as a Test Case for Public Trust in Democracy**
   Yaron Katz – Holon Institute of Technology (Israel)

5. **Municipal Risk and Crisis Communication in Germany: Results of a Representative Multi-Method Study**
   Martin Löffelholz – Technische Universität Ilmenau (Germany), Kathrin Schleicher – Technische Universität Ilmenau (Germany), & Johanna Radechovsky – Technische Universität Ilmenau (Germany)

Room 169A ICRCC Room Coordinator: Sylvie Coston, Univ. of Southern Mississippi, USA

Session 2C Risk of the Machines in Risk & Crisis Communication Research and Practice
Respondent/Discussion Facilitator: *Marta N. Lukacovic – Angelo State University (USA)*
Presentations:

1. **Are We Still Relevant?: Examining the Changing Role of Crisis Communication Scholars and Practitioners in the Age of AI**
   Carrie E. Reif-Stice – Augusta University (USA), Steven J. Venette – University of Southern Mississippi (USA), Sarah Smith-Frigerio – University of Tampa (USA), & Andrew Pyle – Clemson University (USA)

2. **Sticking to the Script: Can AI Craft Credible Crisis Responses?**
   Elizabeth C. Ray – Florida State University (USA), Patrick F. Merle – Florida State University (USA), & Kaylin Lane – Florida State University (USA)

3. **Analyzing Visual Frames and Crisis Attributions: A Supervised Machine Learning Approach**
   Mohammad Ali – University of Maryland (USA), Md Main Uddin Rony – University of Maryland (USA), Naeemul Hassan – University of Maryland (USA)

4. **Crisis-Driven Newsroom Innovation**
   Junai Mtchedlidze – Kristiania University College (Norway)

5. **Risks and Opportunities of 'Generative A.I.': How do News Media Cover ChatGPT?**
   Florian Meissner – Macromedia University of Applied Sciences (Germany)

2:30-2:45 PM Poster/Vender/Sponsor Networking Break

Room 107 Visit w/poster presenters & vote for **"People's Choice"** award.

2:45-4:00 PM Breakout Session 3

Room 161 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 3A Pop Culture, Risk, Crisis, & Social Media
Respondent/Discussion Facilitator: *Andreas Schwarz* – Technische Universität Ilmenau *(Germany)*
Presentations:

1. **Introducing Mediated Statement Analysis (MSA) for Social Media Crisis Communication**
   Margaret C. Stewart – University of North Florida (USA), Christa L. Arnold – University of North Florida (USA)

2. **Interactive Entertainment 2.0: Examining the Transformative Role of ChatGPT in Entertainment Industry Experience**
   Andrei Alexandru Galan – National School of Political and Administrative Studies (Romania)

3. **Enriching Global Communication through Sports Songs: How FIFA WCT Songs Promotes Diversified Cultural Fusion and Intercultural Competence Among Global People**
   Monira Begum – University of Southern Mississippi (USA) & Nadia Nahrin Rahman – University of Kentucky (USA)

4. **Stakeholders' Emotions and Perceptions of Ticketmaster during the Taylor Swift Ticket Crisis**
   Lisa Bergson – Bridgewater State University (USA), Thomasena F. Shaw – Bridgewater State University (USA), & Melanie McNaughton – Bridgewater State University (USA)

5. **The Fashion Industry and Crisis: Kanye West's Value Co-Creation and Value Co-Destruction**
   Sophie Johnson – Nottingham Trent University (UK)

Room 169 ICRCC Room Coordinator: Raul Gamboa, UCF, USA

Session 3B Cross-National Comparisons in Governmental Crisis Response
Respondent/Discussion Facilitator: *Bengt Johansson – University of Gothenburg (Sweden)*
Presentations:

1. **Understanding Crisis Communication Dynamics: A Study of Public Health Agencies and the Public**
   Carol-Ann Rouillard - Université de Sherbrooke (Canada), Olivier Champagne-Poirier - Université de Sherbrooke (Canada), Marie-Eve Carignan - Université de Sherbrooke (Canada), & Marc D. David Université de Sherbrooke (Canada)

2. **Managing the Pandemic in Digitized Spaces: "Scandinavian Public Health Authorities Social Media Approach"**
   Elisabeth Hasselström – Kristiania University College (Norway) & Anders Olof Larsson – Kristiania University College (Norway)

3. **Multimodal Crisis Messaging in Times of Pandemic: Comparing Instagram Posts Published by Governments and Public Health Institutions in Germany, Türkiye, the UK, and the USA**
   Yi Xu - Technische Universität Ilmenau (Germany) & Martin Löffelholz - Technische Universität Ilmenau (Germany)

4. **Information Quality in Forest Fires: Portuguese Government Communication under Content Analysis**
   Bianca Persici Toniolo – University of Beira Interior (Portugal) & Gisela Gonçalves – University of Beira Interior (Portugal)

5. **Government Communication in Protracted Crises: A Comparative Long-Term Analysis of Press Releases from Six European Countries and the USA on Coping with the COVID-19 Pandemic (2020-2022)**
   Martin Löffelholz - Technische Universität Ilmenau (Germany), Yi Xu - Technische Universität Ilmenau (Germany), & Pauline Gidget Estella - Technische Universität Ilmenau (Germany)

Room 169A ICRCC Room Coordinator: Sofia Salazar, UCF, USA

Session 3C Capacity Building to Improve Disaster Response
Respondent/Discussion Facilitator: *Timothy Sellnow – Clemson University (USA)*
Presentations:

1. **Towards Business Resilience for Natural Hazard Emergencies**
   Amisha M. Mehta – Queensland University of Technology (Australia) & Scott M. Murray – Queensland University of Technology (Australia)

2. **The Crisis Sojourner Training Model**
   Andrew Stephen Pyle – Clemson University (USA) & Ryan Fuller – Sacramento State University (USA)

3. **Simulation-Based Experiments Reveal Differences in the Efficiency of Responses to Flood Warning Messages in Crisis**
   Scott C. Merrill – University of Vermont (USA), Christopher Koliba – University of Kansas (USA), Rodrigo Soares – University of Vermont (USA), Ruth Quainoo – University of Vermont (USA), Eric Clark – University of Vermont (USA), Trisha Shrum – University of Vermont (USA), Masood Ali-Khan – University of Vermont (USA), Molly Myers – University of Vermont (USA), & Asim Zia – University of Vermont (USA).

4. **Risk Communication in the Training of Future Commercial Pilots: An Analysis of How Training Practices Internalize the Risk Management Message IM SAFE**
   R. Tyler Spradley – Stephen F. Austin State University (USA)

Room 106A ICRCC Room Coordinator: Sylvie Coston, Univ. of Montana, USA

Session 3D A Communication & Science Truism: Theory & Research in Communication Saves Lives

Respondent/Discussion Facilitator: *Corina Buzoianu – National University of Political Studies and Public Administration (Romania)*

Presentations:

1. **Are You Seeing What I am Seeing?: Group Identities and Risk Perception and Management**
   Joel O. Iverson – University of Montana (USA), Steven J. Venette – University of Southern Mississippi (USA), & Carrie E. Reif-Stice – Augusta University (USA)

2. **Communicating Bioethics and Research Processes during Crises: A Research Management Perspective in Uganda**
   Osborn Ahimbisibwe – Uganda Christian University (Uganda)

3. **Beyond the Bite: Exploring Socio-Behavioral Implications in Tick-Bite and Disease Prevention**
   Lauri M. Baker – University of Florida (USA), Cheng-Xian Yang – University of Florida (USA), & Ashley McLeod-Morin – University of Florida (USA).

4. **From Toilet to Tap – Why Not? The Role of Disgust in the Inoculation Theory Framework**
   Blake Boyd – Purdue University (USA)

5. **"Follow Who Knows the Road": Exposure to an Evidence-Based Risk Communication and Community Engagement Campaign Increases COVID-19 Vaccine Intention in Nigeria**
   Olayinka Umar-Farouk – USAID, Johns Hopkins Center for Communication (Nigeria), Justin DeNormandie - USAID, Johns Hopkins Center for Communication (Nigeria), Amina Kato - USAID, Johns Hopkins Center for Communication (Nigeria), Mwikali Kioko - USAID, Johns Hopkins Center for Communication (USA), Ian Tweedie - USAID, Johns Hopkins Center for Communication (Nigeria), & Foyeke Oyedokun-Adebagbo - USAID, Johns Hopkins Center for Communication (Nigeria)

4:00-4:15 PM Poster/Vender/Sponsor Networking Break

Room 107 Visit w/poster presenters & vote for **"People's Choice"** award.

4:15-5:30 PM Breakout Session 4

Room 161 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 4A Learning About Risk & Crisis in the Classroom, in Practice, and in a New AI World

Respondent/Discussion Facilitator: *Andrew Pyle - Clemson University (USA)*

Presentations:

1. **The Promise and Pitfalls of Reinvention in the Aftermath of Crisis**
   Ralph A. Gigliotti – Rutgers University (USA)

2. **Toward Holistic Crisis Communication**
   Anthony M. Eseke – Messiah University (USA)

3. **Using the IDEA Model to Support Post Pandemic Education Reform: A Thoughtful Response to Crisis to Reduce Risk**
   Suzy Prentiss – University of Central Florida (USA)

4. **The University as Microcosm for Understanding AI's Projected Socioeconomic Impacts**
   Deborah D. Sellnow-Richmond – Southern Illinois University-Edwardsville (USA), Marta N. Lukacovic – Angelo State University (USA), Scott A. Sellnow-Richmond – Southern Illinois University-Edwardsville (USA), & Mili Pinski – Southern Illinois University-Edwardsville (USA)

Room 169 ICRCC Room Coordinator: Mamunor Rashid, Univ of Southern Mississippi, USA

Session 4B The State of Risk & Crisis Communication in the Global Context of Disasters

***Respondent/Discussion Facilitator**: Amiso George – Texas Christian University (USA)*

Presentations:

1. **Dimensions of the COVID-19 Response through the Eyes of Global Scholars: The Need of Science-Based Public Policy, Communication, Health Equity, Environmental Governance and Social Justice**
   Prakash Kumar Paudel – Kathmandu Institute of Applied Science (Nepal) & Bharat Raj Poudel – Queensland University of Technology (Australia).

2. **Visual Framing During Crisis: A 10-Year Systematic Review of Literature**
   Grace Omondi – Kristiania University College (Norway)

3. **Disaster Marketing: Providing Purposeful, Relevant, and Principled Responses after Disasters**
   Jeffrey Dean Brand – University of Northern Iowa (USA)

4. **Ripples, Waves, and Riptides: Reconceptualizing Wicked, Novel, and Ongoing Crises as Prolonged Crises**
   Audra Diers-Lawson – Kristiania University College (Norway) & Grace Omondi – Kristiania University College (Norway)

5. **Best Practices for Memorializing Crises: When to Remember and When to Forget**
   Timothy L. Sellnow – University of Central Florida (USA), Morgan Getchell – Morehead State University (USA), Jessica Hoffman – University of Central Florida (USA), Nicholas McHugh – University of Central Florida (USA), & Amy Maciel – University of Central Florida (USA)

Room 169A ICRCC Room Coordinator: Rebecca Freihaut, UCF, USA

Session 4C Innovations in Corporate Crisis Communication

***Respondent/Discussion Facilitator:** Albena Björck – ZHAW School of Management and Law (Switzerland)*

Presentations:

1. **Using Computational Methods to Analyze the BASF Sustainability Beauty Days 2023**
   Xin Sheng – University of Central Florida (USA)

2. **Defining Brand Dynamics through Physics**
   David H. Waterman – University of Oklahoma (USA)

3. **Mitigating Risks Online: Using Social Media Listening to Develop a Framework for Assessing and Managing Risks**
   Corina Buzoianu – SNSPA (Romania) & Monica Bira – SNSPA (Romania)

4. **Investigating Crisis Communication in the Era of AI: A Comparative Analysis of Accommodation Strategies and Responsibility Attribution in Human and Chatbot Agents**
   Sooyeon Park – Florida State University (USA)

5. **Beyond the Snapshot: Rethinking Situational Crisis Communication Theory in Dynamic Crisis Situations**
   Wouter Jong – Leiden University (Netherlands)

Room 106A ICRCC Room Coordinator: Raul Gamboa, UCF, USA

Session 4D Inclusive Communication Needs Affecting Risk and Health Communication Success
Respondent/Discussion Facilitator: *Khairul Islam – SUNY Oswego (USA)*
Presentations:

1. **Gendered Perspectives on Health Crisis Response: Insights from Youth Information Seeking Behavior**
   Angella Napakol – Uganda Christian University (Uganda) & Samuel Kazibwe – Uganda Christian University (Uganda)

2. **Teenage Girls' Communication with Mothers Regarding Menarche: A Way to Mitigate SRH Risks in Bangladesh**
   Muhammad Zakaria – Wayne State University (USA), Md Nurul Karim Bhuiyan – Georgia State University (USA), Minara Nazmin – Georgia State University (USA), Madhab Chandra Das – Temple University (USA), & Md Abul Kalam Azad – Georgia State University (USA).

3. **Communication Inclusion in Tourism for People with Disabilities: A Case Study of the Norwegian Government´s Risk Communication Tactics**
   Janaina Bull – Kristiania University College (Norway) & Roy Aulie Jacobsen – Kristiania University College (Norway)

4. **Analyzing the Message Complexity, Signal Words and Readability of Medical Tourism (MT) Warning Messages**
   Alicia M. Mason – Pittsburg State University (USA) & Sakshi Bhati – Southern Illinois University (USA)

5. **Post Crisis Assessment: The WHO Risk Communication and Communication Lessons Learned Project**
   Matthew Seeger – Wayne State University (USA) & Melinda Frost – World Health Organization (Switzerland)

5:45-7:30 PM Bridging the Gaps Signature Reception
Room 106A

Wednesday March 13, 2024

7:15-8:30 Breakfast with Scholars
Room 106A [Registration is required, breakfast included]

Join us for an enlightening morning at 'Breakfast with Scholars' – an exceptional event where early-career researchers and students connect with global leaders in crisis and risk communication scholarship. Engage in inspiring conversations, forge valuable connections, and develop your knowledge. Featured scholars have conducted influential research on international crises, natural disasters, pandemics, strategic organizational communication, risk management, media relations, and more. Our scholars include: Audra Diers-Lawson (Norway), Amiso George (USA), Bengt Johansson (Sweden), Amisha Mehta (Australia), Angella Napakol (Uganda), Matthew Seeger (USA), and Timothy Sellnow (USA).

8:30-9:45 AM Breakout Session 5

Room 161 ICRCC Room Coordinator: Alex Colon, UCF, USA

Session 5A Innovations in Risk, Science, and Disaster Communication Across Platforms
Respondent/Discussion Facilitator: *Amisha Mehta – Queensland University of Technology (AUSTRALIA)*
Presentations:

1. **Generative Artificial Intelligence in Crisis Communication: A Systematic Review**
   Khairul Islam – SUNY Oswego (USA) & Rochelle Burke – SUNY Oswego (USA)

2. **Alerts & Algorithms: A Comparative Study of Public Response to Evacuation Notices between AI and Human Leaders**
   Luna Arsinoe Pittet Gonzalez – University of Florida (USA) & Seugahn Nah – University of Florida (USA)

3. **Decision Strategies during a Science Crisis: How Science Organizations Made Adaptations during the Pandemic**
   Mahedi Hasan – Texas Tech University (USA), Kerk Kee – Texas Tech University (USA), Oluwabusayo Okunloye – Texas Tech University (USA), & Ewa Deelman – University of Southern California (USA)

4. **"Don't be like Mary": Narrative Recommendations to Mitigate Patient Risk**
   Elizabeth L. Spradley – Stephen F. Austin State University (USA)

5. **Best Risk Communication for Wildland Fire: A Review and Analysis of Case Studies**
   Sylvia K. Coston – University of Montana (USA) & Caitlyn M. Wade – University of Montana (USA)

Room 169 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 5B Health Information Engagement & Combatting Misinformation Across Platforms
Respondent/Discussion Facilitator: *Debbie D. Sellnow-Richmond - Southern Illinois University-Edwardsville (USA)*
Presentations:

1. **Tackling a Mega Crisis in a Digital Age: A Guidebook for Effective Social Media-Based Crisis Communication**
   Saman Choudary – Universitat Pompeu Fabra (Spain) & Xavier Ramon – Universitat Pompeu Fabra (Spain)

2. **Explaining the Dynamics of Information-Seeking Repertoires: Patterns of Gratifications and Perceived Source Functions across Crisis Phases**
   Sofia Anna Johansson – University of Gothenburg (Sweden) & Bengt Johansson – University of Gothenburg (Sweden)

3. **The Mediated Instructional Effectiveness and Institutional Trust during the COVID-19 Pandemic: An Analysis of the Crisis News Coverage in Europe and the US from a Risk Communication Perspective**
   Andreas Schwarz - Technische Universität Ilmenau (Germany), Francis Alpers - Technische Universität Ilmenau (Germany), & Audra Diers-Lawson – Kristiania University College (Norway)

4. **Can Verification Stop Misinformation? A Study of Information Verification, Efficacy and Sharing**
   Wan Wang – North Dakota State University (USA), He Gong – Remin University (China), & Tracy Zhang – Western Washington University (USA)

5. **Navigating Crisis Narratives: Unveiling Media Dynamics in Pandemic Communication**
   Olivier Champagne-Poirer - Université de Sherbrooke (Canada), Carol-Ann Rouillard - Université de Sherbrooke (Canada), Marie-Eve Carignan - Université de Sherbrooke (Canada), & Marc D. David - Université de Sherbrooke (Canada)

Room 169A ICRCC Room Coordinator: Raul Gamboa, UCF, USA

Session 5C Case Studies in Global Health Risk & Crisis Communication

Respondent/Discussion Facilitator: *Florian Meissner – Macromedia University of Applied Sciences (Germany)*

Presentations:

1. **Suck it Up, Buttercup: Backlash and Stigmas Contributing to the Mental Health Crisis among Athletes**
   Terry L. Rentner – Bowling Green State University (USA), Cory Young – Ithaca College (USA)

2. **Effective Risk Communication as a Catalyst for Improving Risk Perception in Nigeria: Bauchi State as a Case Study**
   Nathanael Bamigboye Afolabi – USAID (Nigeria), Omolara Oyinlola – USAID (Nigeria), Olayinka Umar-Farouk – USAID (Nigeria), Munkail Titilola – USAID (Nigeria), Abdulamajid Ahmad – USAID (Nigeria), & Homsuk Swomen – USAID (Nigeria)

3. **Smoking Behavior and Driver's Involvement in Road Traffic Accidents in Bangladesh**
   Mahbub Alam Talukder – Bangladesh University of Engineering & Technology (Bangladesh), Md Tuhin Mia - Bangladesh University of Engineering & Technology (Bangladesh), Nasreen Sultana Chowdhury - Bangladesh University of Engineering & Technology (Bangladesh), Nasir Uddin Shaikh - Bangladesh University of Engineering & Technology (Bangladesh), Mohammad Alauddin - Bangladesh University of Engineering & Technology (Bangladesh), Morshed Alam - Bangladesh University of Engineering & Technology (Bangladesh), & Md Ismael - Bangladesh University of Engineering & Technology (Bangladesh)

4. **Predicting Utahns' Protective Behaviors Related to Air Pollution Through an Examination of Risk Perception and Efficacy**
   Sydney O'Shay – Utah State University (USA), Xianlin Jin – University of Toledo (USA), Bailey Hughlett – Utah State University (USA), & Cris Meier – Utah State University (USA)

5. **A Matter of Life and Health: Risk and Crisis of Air Pollution in Bishkek**
   Aizhana Dzumalieva – American University of Central Asia (Kyrgyzstan) & Amiso M. George – Texas Christian University (USA)

Room 106A ICRCC Room Coordinator: Grace Omondi, Kristiania Univ., Norway

Session 5D Emerging Areas & Challenges in Aviation Safety Risk Communication

Moderator and Discussion Lead: *Matthew Seeger – Wayne State University(USA)*

Panelists: Neil Mansharamani – Federal Aviation Administration (USA), Antonio Cortes - Federal Aviation Administration (USA), & Regina McMichael - President of The Learning Factory (USA), Kimberly Szathmary – Embry Riddle Aeronautical University (USA)

Summary: An overview of key topics affecting the aviation community with regard to safety risk. The panel discussion will cover challenges of assessing and communicating risk information in an era in which commercial aviation accidents are so rare; the use of Artificial Intelligence and Machine Learning to assess aviation safety risk in report narratives; how storytelling can improve the communication of safety risk; and communication partnerships between government and industry to discover, measure, and mitigate safety risk; and techniques that build trust between government and industry and encourage voluntary reporting of safety information.

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9:45-10:15 AM Poster/Vender/Sponsor Networking Break

Room 107 Visit w/poster presenters & vote for **"People's Choice"** award.

10:30-11:45 AM Breakout Session 6

Room 161 ICRCC Room Coordinator: Alex Colon, UCF, USA

Session 6A The Cultural Dimensions of Disaster Response

Respondent/Discussion Facilitator: *Cheng Zeng – North Dakota State University (USA)*

Presentations:

1. **Crisis Communication in Tourism: Bridging the Gap Between Residents and Visitors**
   Wouter Jong – Leiden University (Netherlands)

2. **Natural Disasters and Community Uses of Media and Information: How Culture Matters during Hurricane Maria**
   Manuel Chavez – Michigan State University (USA) & Bruno Takahashi – Michigan State University (USA).

3. **College Student vs. Adult: Comparing Perceptions of Trust, Understanding, and Information Seeking in Hurricane Warning Messages**
   Lakelyn E. Taylor – University of Vermont (USA), Rob Eicher – University of Central Florida (USA), & Tim Brown – University of Central Florida (USA)

4. **Let Them Speak in Own Terms: Role of Metanarration in Reconstructing Rohingya Refugee Crisis**
   Nur E. Makbul – University of Alabama-Huntsville (USA), Mehnaz Hoque – Jagannath University (Bangladesh), & Sadia Nasrin – Simon Fraser University (Canada)

5. **Catholicism vs. Buddhism: How Religious Cultures affect Disaster Communication Management in the Philippines and Vietnam**
   Ngoc Son Le – TU Ilmenau (Germany)

Room 169 ICRCC Room Coordinator: Sylvie Coston, Univ. of Montana, USA

Session 6B International Case Studies in Disaster Response

Respondent/Discussion Facilitator: *Joel O. Iverson – University of Montana (USA)*

Presentations:

1. **Flood Hazard Crisis and Risk Perceptions in the United States: A Comprehensive Analysis**
   Ruth Quainoo – University of Vermont (USA), Trisha Shrum – University of Vermont (USA), Scott Merrill – University of Vermont (USA), Rodrigo Soares – University of Vermont (USA), Molly Myers – University of Vermont (USA), & Masood Ali Khan – University of Vermont (USA)

2. **Technical specialist or government authority? Prevailing spokesperson profile in risk and crisis communication**
   Bianca Persici Toniolo – University of Beira Interior (Portugal) & Hugo Sampaio – University of Beira Interior (Portugal)

3. **Political Competition in Time of Crisis: Analyzing Communication Tactics of Norwegian Politicians During the COVID-19 Pandemic**
   Roy Aulie Jacobsen – Kristiania University College (Norway)

4. **Using Effective Risk Communication Messages for Campaign against Black Soot Crisis in Rivers State Nigeria**
   Ngozi Comfort Omojunikanbi – University of Port Harcourt (Nigeria), Alfred Omojunikanbi – University of Port Harcourt (Nigeria), & Urenna Anyeji – BronxCare Health System (USA).

5. **Stakeholders Perceptions of the 2023 Historic Floods in Vermont: Risk Communication, Crisis Response, Vulnerability and Lessons Learned**
   Rodrigo Soares – University of Vermont (USA), Christopher Koliba – University of Kansas (USA), Scott Merrill – University of Vermont (USA), Trisha Shrum – University of Vermont (USA), Ruth Quainoo –

University of Vermont (USA), Masood Ali Khan – University of Vermont (USA), Molly Myers – University of Vermont (USA), & Emma Spett – University of Vermont (USA)

Room 169A ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 6C Communicating Climate Change & Climate Friendly Innovation
Respondent/Discussion Facilitator: *Audra Diers-Lawson – Kristiania University College (Norway)*
Presentations:

1. **Interrogating the Metaphors of the Climate Change Crisis**
   Clara FangFang Ma – Johns Hopkins University (USA), Xiangyun Liu – Johns Hopkins University (USA), & Yitong Chen – Johns Hopkins University (USA)

2. **Exploring Barriers and Pathways to Public Engagement on Climate Change**
   Monica Mayer – University of Central Florida (USA)

3. **Exploring the Role of Communication in Enhancing Risk Perceptions of Climate Change-Related Health Hazards Among Bangladeshi Coastal Communities: A Cross-Sectional Study**
   Muhammad Zakaria – Wayne State University (USA), Nina Kelly - Wayne State University (USA), Najma Akhther - Wayne State University (USA), Md Khadimul Islam - Wayne State University (USA), Muhammad Aminul Islam - Wayne State University (USA), Rezaul Karim – Arizona State University (USA)

4. **Social Media Initiatives' Involvement in Promoting Smog Awareness and Sustainable Behaviour**
   Muhammad Tariq – Bahauddin Zakariya University (Pakistan) & Saima Khan – Lahore College for Women University (Pakistan)

5. **The Mediated Risks of Autonomous Driving and Public Transportation: A Media Framing Analysis of Science and Technology in Germany**
   Andreas Schwarz - Technische Universität Ilmenau (Germany) & Tatjana Faj - Technische Universität Ilmenau (Germany)

11:45 AM – 1:00 PM ICRCA Annual Business Meeting and Luncheon
Room 106A [Members only – Lunch Provided. You can join the ICRCA anytime.]

1:00-2:15 PM Breakout Session 7

Room 161 ICRCC Room Coordinator: Laura Boutemen, UCF, USA

Session 7A Challenges of Risk Communication Across Borders and Organizations
Respondent/Discussion Facilitator: *Sydney O'Shay – Utah State University (USA)*
Presentations:

1. **Risk Communication in Extreme Sports: Extrapolating Lessons Learned from Sporting in Extreme Contexts**
   R. Tyler Spradley – Stephen F. Austin State University (USA)

2. **Exploring the Strategic Dimension of Crisis Readiness: Corporate Purpose, Leadership and Stakeholder Management**
   Albena Björck – ZHAW School of Management and Law (Switzerland) & Johanna Pregmark – Chalmers University of Technology (Sweden)

3. **Perspectives on Crisis Management in the South African Public Sector**
   Colin Cruywagen – University of Pretoria (South Africa) & Anné Leonard – University of Pretoria (South Africa)

4. **When Rumors get the Attention during Crisis**
   Henrik Olinder – Swedish Civil Contingencies Agency (Sweden)

5. **Contagion, Reassurance, and Strategic Ambiguity: Understanding Why the 2023 Freia Boycott in Norway Melted Away**
   Ester Conings Vanvik – Kristiania University College (Norway), Magne Johannessen – Kristiania University College (Norway), & Audra Diers-Lawson – Kristiania University College (Norway)

Room 169 ICRCC Room Coordinator: Xin Sheng, UCF, USA

Session 7B Ethical and Cultural Challenges in Corporate Crisis Communication
Respondent/Discussion Facilitator: *Timothy Sellnow – Clemson University (USA)*
Presentations:

1. **The Importance of Emotional Intelligence in Crisis Communications**
   Betty Anne Farmer – Western Carolina University (USA)

2. **Lying to Protect: Exploring Employee Unethical Pro-Organizational Communication in a Crisis**
   Cheng Zeng – North Dakota State University (USA)

3. **People of Color's Stigma Management Communication at the U.S. Workplace**
   Sharifa Umma Shirina – Louisiana State University (USA), Mamunor Rashid – University of Southern Mississippi (USA)

4. **Revisiting the Situational Crisis Communication Theory in a Situation Where Multiple Important Publics Are Involved, as in the Bud Light Mulvaney Social Media Fiasco**
   Taejin Jung – SUNY Oswego (USA) & Khairul Islam – SUNY Oswego (USA)

5. **Missing the Cultural Moment: The Bud Light Boycott**
   Rodney Andrew Carveth – Central Connecticut State University (USA)

Room 169A ICRCC Room Coordinator: Alex Colon, UCF, USA

Session 7C Applying Technological Solutions to Risk and Crisis Communication
Respondent/Discussion Facilitator: *Carrie Reif-Stice – Augusta University (USA)*
Presentations:

1. **Data Visualizations in Times of Crisis: Studies on the Opportunities, Challenges and Pitfalls of Public Health Dashboards**
   Fabian Brand – German Federal Institute for Risk Assessment (Germany)

2. **Mediated Perspectives on Cyber Risk: A Content Analysis of News Reporting about Cyber Threats and Safety Measures**
   Florian Meissner – Macromedia University of Applied Sciences (Germany), Alexander Wilke – Macromedia University of Applied Sciences (Germany), & Christine Buse – Macromedia University of Applied Sciences (Germany)

3. **Towards Diagnosing and Mitigating Behavioral Cyber Risks**
   Carlo Pugnetti – Institute of Financial Services (Switzerland) & Albena Björck – ZHAW School of Management and Law (Switzerland)

4. **Social Media Use in Planning Immigration to the U.S.: In-Depth Interviews Investigating Information, Resources, Support, and More**
   Jennifer de la Caridad Rodriguez Caban – University of Tampa (USA) & Sarah Smith-Frigerio – University of Tampa (USA).

5. **Exploring Survivor-Centered Communication: A Preliminary Investigation into the Communication Strategies of Organizations Employing Survivor Leadership in Human Trafficking Contexts**
   Alex Rister – Embry-Riddle Aeronautical University (USA), Iuliia Hoban – Embry-Riddle Aeronautical University (USA), Maya Adkins – Embry-Riddle Aeronautical University (USA)

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2:15- 2:30 PM Networking Break

2:30-3:45 PM Top Student Papers Panel

Room: 106A Room Coordinators: Sofia Salazar & Rebecca Freihaut, UCF, USA

***Discussion Facilitator** & **Respondent:** Steven Venette - University of Southern Mississippi (USA)*

Presentations – in Alphabetical Order

1. **Instructional Health-Risk Communication: A Content Analysis of Vaping-Associated Lung Injury Outbreak Coverage in U.S. College Newspapers**
   Najma Akther – Wayne State University (USA) & Khairul Islam – SUNY Oswego (USA)

2. **Visual Framing in Crisis Communication: Effects of Picture Type and Distinctiveness on Perceptions and Attitudes**
   Mohammad Ali – University of Maryland (USA) (Winner, Top Student Paper).

3. **Bangla Star 211 Flight Crash in Nepal, 2018: US-Bangla's Responses to Post-Crisis**
   Hasan Mahmud Faisal – University of Southern Mississippi (USA) & Rubaiya Zannat – University of Southern Mississippi (USA)

4. **Strengthening Community Resilience through Communication: Lessons from Minority-Owned Micro-Businesses in Urban Communities During the COVID-19 Pandemic**
   Aprita Jindani – Rutgers University (USA)

5. **A Critical Analysis of Coastal Area's News Treatment in National Dailies of Bangladesh**
   Mamunor Rashid – University of Southern Mississippi (USA), Malik Mahdir Ibne Zaman – Khulna University (Bangladesh), Sharifa Umma Shirina – Louisiana State University (USA), & Md. Ali Ahsan – Texas Tech University (USA).

3:45 – 4:30 PM Closing Ceremony/Poster Award Presentations

Room 106A

CCTT
CRISIS
COMMUNICATION
THINK TANK
UGA TOP STUDENT PAPER AWARD
CRISIS COMMUNICATION THINK TANK
Sponsored by the Crisis Communication Think Tank at the University of Georgia, this $500 award is for the top student paper that advances excellence in crisis communication theory and practice.

POSTERS

Poster Title	Author(s) & Affiliations
1 Digital Literacies in Crisis: Global Lessons from the COVID-19 Infodemic	Bshaer Alharazi – University of Central Florida (USA)
2 The Murder of Journalist Jamal Khashoggi	Meshari Thamer Alotaibi – University of Southern Mississippi (USA)
3 Challenges on Adapting New Health Practice and Culture: Impact of USA Native Health-related Brand Advertising on International Students' Attitude	Monira Begum – University of Southern Mississippi (USA)
4 Beyond Emerald Coastlines: Understanding Risk Perception Among Top Volunteers in Yucatan Beach Cleanup Project	Raul Jacobo Gamboa – University of Central Florida (USA) & Timothy Sellnow – University of Central Florida (USA)
5 A Mega City's Communication Response to Dengue Outbreak: An Application of CDC's CERC Principles	Muhammad Aminul Islam – Wayne State University (USA), Md Khadimul Islam – Wayne State University (USA), & Muhammad Zakaria – Wayne State University (USA)
6 A Central Bank's Communication Response to Forex Reserve Heist: An Application of SCCT and IRT	Muhammad Aminul Islam – Wayne State University (USA), Md Khadimul Islam – Wayne State University (USA)
7 Divergent Perspectives: Contrasting Subjective and Objective Views on Flood Risk Resilience in the USA	Masood Ali Khan – University of Vermont (USA), Scott Merrill - University of Vermont (USA), Asim Zia - University of Vermont (USA), Trisha Shrum - University of Vermont (USA), Rodrigo Soares - University of Vermont (USA), Ruth Quainoo - University of Vermont (USA), & Molly Myers - University of Vermont (USA)
8 Public-Facing Messages for Self-Protection in Response to Nuclear Attacks: An IDEA Model Analysis	Katelyn N. Lambert – University of Central Florida (USA), Alex C. Colon – University of Central Florida (USA), Taleb Al-Adbah - University of Central Florida (USA), Olga Willard - University of Central Florida (USA), Jackie Lewis - University of Central Florida (USA), Jessica Hoffman - University of Central Florida (USA), Carson Heath Mann - University of Central Florida (USA), Kylee B. Seaver - University of Central Florida (USA), Amy E. Maciel - University of Central Florida (USA), Walter W. Washika - University of Central Florida (USA), Shalewa A Babatayo - University of Central Florida (USA), Rachel Mattingly - University of Central Florida (USA), Chizorom Ebosie Okoronkwo - University of Central Florida (USA)
9 Examining Risk Management in the Peloton Treadmill Crisis: A Case Study	James B. Lohrey – Indiania University of Pennsylvania (USA)
10 Communication Education's Role in Mitigating Mega-Crises Through Ethical AI Integration	Marta Natalia Lukacovic – Angelo State University (USA), Deborah D. Sellnow-

	Richmond – Southern Illinois University-Edwardsville (USA)
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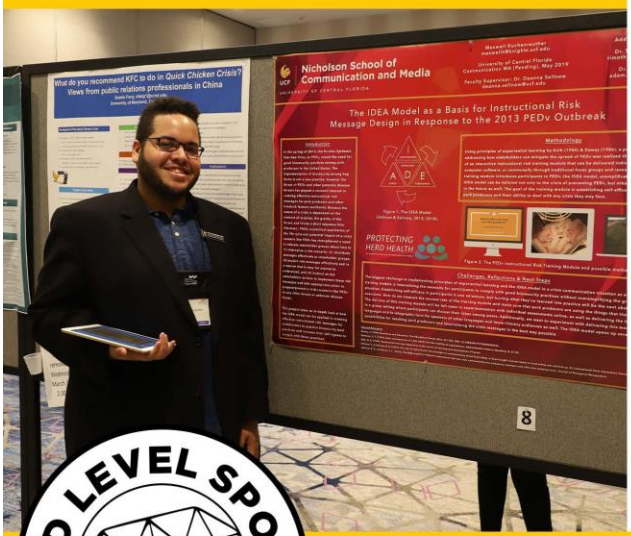

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