



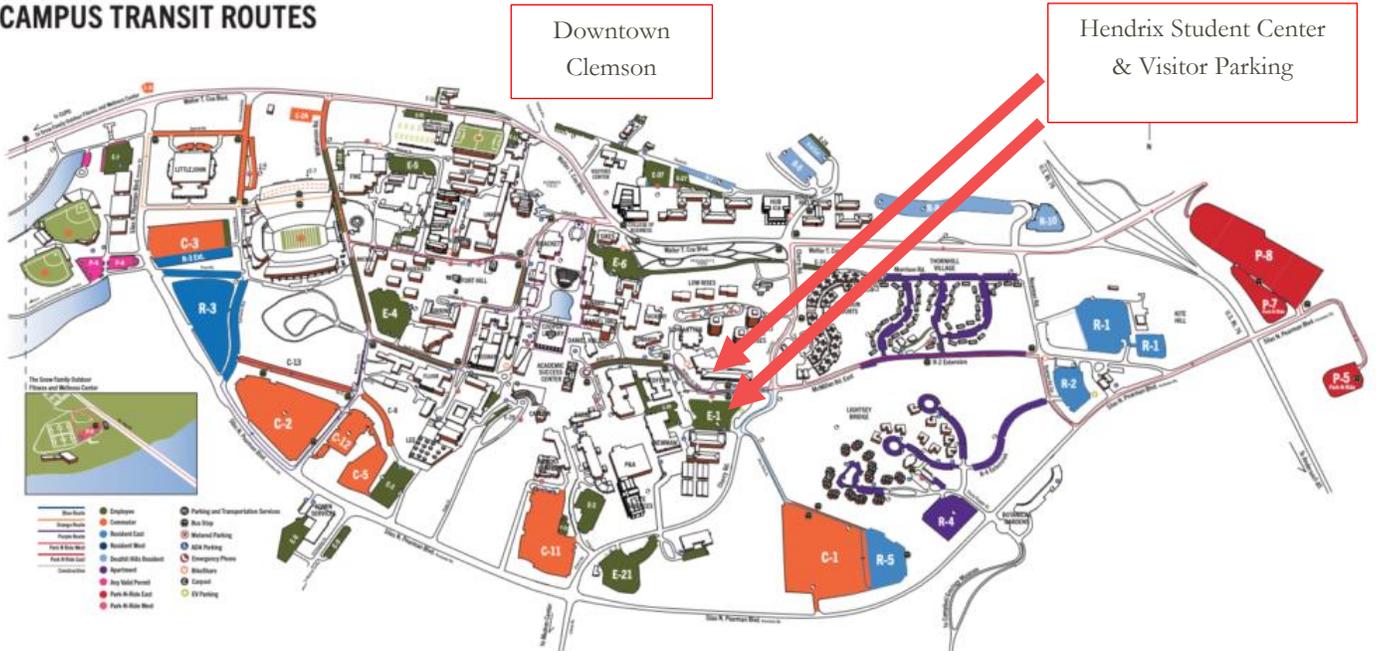
ICRCC Program & Conference Information 2025

**INTERNATIONAL
CRISIS & RISK
COMMUNICATION**
Conference 2025



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Department of
COMMUNICATION
Clemson University

March 10, 2025

Dear Colleagues:

It is my honor and privilege to welcome you to the 14th **International Crisis and Risk Communication Conference (ICRCC)** and the first one to be held at Clemson University, USA. We hope you enjoy the venue, which is nestled in upstate South Carolina at the foothills of the Blue Ridge mountains (home of the famous 2,200 mile/3,540 km Appalachian trail). If you plan to spend time in the area either before or after the conference, you may want to hike one of the many trails nearby and visit one of more than 100 waterfalls nearby. If you are a golfer, you might also want to play 18 holes at the Walker Course located at the Madren Center of Clemson University's campus.

The ICRCC, which runs from March 10-12 this year, is packed with an assortment of panels focused on a variety of risk and crisis communication topics. Also, if you have not already done so, please join the **International Crisis and Risk Communication Association (ICRCA)**, and come to our annual business meeting luncheon from 11:45am -1:00pm on Wednesday March 12th. We are also pleased to announce our second **Design Thinking Workshop** that will occur from 1:00-3:00pm on Monday, March 10th. This highly interactive problem-solving session will focus on government and public agency readiness. **Ingrid van Assouw** will be our keynote speaker. Her talk "Crisis Communication: The Power of Verbal Assistance in Times of Need," will be informed by her experiences as caregiver of her nephew, Ruben, the sole survivor of the 2010 Tripoli airbus plane crash. Rounding out that session will be our two featured plenary speaker responses—one from **Wouter Jong** from the Netherlands and the other from **Kjell Brataas** from Norway.

Joining the list of annual Bridge Award winners are **Marie-Eve Carignan** from the Université de Sherbrooke in Quebec, Canada (**Bridge Award for Excellence in Connecting Research to Practice**) and **Elizabeth Petrun-Sayers** from the U.S. Food and Drug Administration (**Bridge Award for Excellence in Professional Practice**). We are again offering an opportunity to have **Breakfast with Experts and Scholars** at 8:00am on Wednesday. This is a great opportunity for aspiring scholars and practitioners to engage in informal exchanges with noted experts in the field. Be sure to check out the **High Impact Posters** session at 11:00am on Tuesday (and vote for the **People's Choice Award** for most engaging poster) and the **Top Student Papers** panel at 4:15pm that same day. Immediately following the top student papers will be our signature reception, this year on the **Rooftop Terrace** of the Watt Family Innovation Center.

In closing, we thank **the Department of Communication, Watt Family Innovation Center, and Clemson University** for hosting the conference and a special thanks to the many volunteers who help make the conference a success. Thank you all for joining us as we embark on another informative, inspiring, and thought-provoking conference.

Respectfully,



Dr. Deanna Sellnow
Executive Director, ICRCA



ICRCA Executive Board

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Editors

Crisis and Risk Communication (CRC)

Matthew Seeger, Wayne State Univ, USA
Timothy Sellnow, Clemson Univ, USA

ICRCC Conference Proceedings

R. Tyler Spradley, Stephen F. Austin State Univ, USA

ICRCC 2025 Conference Sponsors

Clemson University Department of Communication
Watt Family Innovation Center, Clemson University
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Crisis Communication Think Tank (CCTT), University of Georgia
Salisbury University Department of Communication
Amiso George, Texas Christian University

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<https://wearecrisiscomm.com/sponsor-the-icrcc/>

Non-Denominational Prayer Room Open Availability

10:00am-2:00pm Samuel J. Cadden Chapel
2:00-5:00pm Room 212, Hendrix Student Center

ICRCC Volunteer Implementation Team

Sofia Salazar Carballo	Nemours Children's Hospital	Andrew Pyle	Clemson Univ
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Kaitlin Mulvihill	Clemson University	Grace Omondi	Kristiania Univ
Elisabeth Hasselström	Kristiania University		

Past Bridge Award Winners

Connecting Research to Practice

- 2024** Prof. Dr. Martin Löffelholz
Technische Universität Ilmenau GERMANY
- 2023** No award given
- 2022** Dr. Mohan Dutta
Deans Chair Professor and Director of the
Center for Culture-Centered Approach to
Research and Evaluation (CARE)
Massey University NEW ZEALAND
- 2021** Dr. Michael Osterholm, Director of the
Center for Infectious Disease Research and Policy
University of Minnesota and member of Pres.
Biden's COVID-19 Task Force USA
- 2020** Dr. Bengt Johansson
Professor of Journalism & Mass Communication
University of Gothenburg SWEDEN
- 2019** Dr. Matthew Seeger
Professor and Dean, College of Fine, Performing and
Communication Arts, Wayne State Univ USA
- 2018** Dr. Amiso George
Professor of Strategic Communication and APR Fellow
Texas Christian University USA
- 2017** Dr. Don Stacks
Professor Emeritus, Univ of Miami and
Exec Director, Int'l Public Relations Research Conf.

Professional Practice

- Henrik Olinder
Civil Contingencies Agency (MSB) SWEDEN
- No award given
- Dr. Marsha Vanderford
former Director of Communication
World Health Organization &
Independent Consultant for the US CDC,
UN Food & Agriculture Assoc. USA
- Gwen Griffin
Founder and CEO of the Griffin Comms
Group, Former Director of marketing for
NASA-Kennedy Space Center USA
- 2 Lives Steven Joel Sotloff Memorial Foundation*
that equips young journalists with the
knowledge and tools needed to tell world
Stories in the safest possible way, USA
- Nancy Alvarez
Co-Author, WFTV Eyewitness News
Daybreak USA
- Southern California Earthquake Council
(SCEC) – Communication, Education and
Outreach (Mark Benthien, Director) USA
- Antonia Novello
14th Surgeon General of the US, 13th NY
State Health Commissioner USA

Int'l Crisis & Risk Comm Conference (ICRCC) 2025 Conference Program Agenda

March 10-12, 2025
Clemson Univ Campus
720 McMillan Road
Clemson, SC 29634

Monday March 10

12:30-6:00 pm: **Onsite Registration and Packet Pickup (2nd Floor, Hendrix St Ctr)**

1:00-3:00 pm: **Design Thinking Preconference** (David Peebles Room (2nd Floor Hendrix Student Center) In collaboration with the Communication Team of the Government of the Principality of Liechtenstein.

Essential Crisis Communication: A Design Thinking Workshop for Government and Public Agency Readiness

Facilitators:

Albena BJÖRCK & Beatrice VOGEL, ZHAW School of Management & Law, SWITZERLAND
Joel IVERSON, Univ of Montana, USA
Steven VENETTE, Danger Communication, USA

In an era where crises can unfold at any moment, effective communication by government bodies and public agencies is more than a necessity—it's a lifeline. Clear organizational coordination between governmental and emergency services agencies is crucial for success. This highly interactive workshop offers an immersive, hands-on experience that translates theory into action. By the end of the session, participants will walk away with a readiness framework and actionable strategies to enhance their organization's crisis communication capabilities. Be sure to reserve a spot when you register for the conference at: wearecrisiscomm.com/shop

3:30-3:45 pm: **Conference Welcome (Watt Family Innovation Center Auditorium)**

3:45-5:30 pm: Conference Keynote (Watt Family Innovation Center Auditorium)

Crisis Communication: The Power of Verbal Assistance in Times of Need



Bio: Ingrid van Assouw is a Dutch professional crisis communication specialist, speaker, advisor, and trainer who focuses specifically on communication and aftercare following traumatic events. She gained recognition as the aunt and guardian of Ruben, the 9-year old sole survivor of the 2010 Tripoli airbus plane crash disaster in Libya. In this disaster, 103 people lost their lives—including van Assouw's brother, sister-in-law, and nephew. Since then, she does invites speeches, guest lectures, and consultations focused on crisis communication aftercare following disastrous crisis events.

Abstract: You could say that experiencing a disaster like this feels like an earthquake. But the relentless pursuit of news can feel like a tsunami that follows the earthquake. In this presentation, I will showcase various media coverages of this disaster and how they impacted us and our family, exacerbating the aftermath. The different examples will clearly illustrate the distinction between effective crisis communication and situations where there was no control over communication at all. Even in the years following a disaster, it is evident that regaining control is a crucial part of the recovery process. This keynote and the responses that follow are designed to learn from these experiences and to highlight the true impact of crisis communication in the aftermath of a tragic disaster.



Plenary Respondent 1: Wouter JONG, PhD., Leiden Univ, NETHERLANDS



Professor Jong is an assistant professor of communication at the Institute for Security and Global Affairs at Leiden Univ and lectures on crisis communication, as well as learning and accountability in the aftermath of crises. He does crisis management in a political and media-hyped environment with the following specialisms: crisis management, disaster relief, crisis communication, risk communication, issues management, reputation management, administrative considerations and public affairs.

Plenary Respondent 2: Kjell BRATAAS, Security Specialist and Author, NORWAY



Mr. Brataas is a security specialist with a varied background working with government institutions and private companies. He has given presentations for the National Emergency Planning College (NUSB), Narvik Univ College, KrisKom 2014 in Stockholm, and for IATA's seminar on crisis communication and social media in Istanbul. He has also been a presenter and a member of the advisory board for the World Conference on Disaster Management in Toronto and a keynote speaker at the EMPA conference in Sydney in 2019 and 2023. He is the author of three books: *Crisis Communication - Case Studies and Lessons Learned*, *Managing the Human Dimension of Disasters - Caring for the Bereaved, Survivors and First Responders*, and *Disaster Memorials and Monuments*, published by Routledge.

5:30-7:30 pm: **Bridge Award (Research to Practice) Ceremony & Reception**
(Watt Family Innovation Center Atrium, 1st Floor)

Watt Family
**INNOVATION
CENTER**
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Bridge Award for Excellence in Connecting Research to Practice



Marie-Eve Carignan, PhD, is a full professor in the Department of Communication at the Université de Sherbrooke, as well as co-holder and director of the Media Pole of the UNESCO Chair in the Prevention of Violent Radicalization and Extremism (UNESCO-PREV Chair). She is a professor-researcher with the Groupe de recherche en communication politique (GRCP), a regular researcher with the Centre de recherche Société, Droit et Religions de l'Université de Sherbrooke (SoDRUS) and an associate researcher with the Laboratoire interdisciplinaire sur les risques et les crises (LIRIC), the Centre de recherche sur la régulation et le droit de la gouvernance (CrDG) and the Centre de recherche sur l'enseignement et Université de Montréal, as well as a doctorate in information and communications from the Institut d'études politiques d'Aix-en-Provence, obtained with unanimous congratulations from the jury.

Professor Carignan's research focuses mainly on media content analysis, the impact of media on society, misinformation, risk and crisis communication, and communication strategies. She has contributed to several collective works and published in national and international journals in communications, health, journalism, politics and history. Marie-Eve Carignan is co-author of the books "La Maison-Blanche vue du Québec: La couverture des élections américaines par les médias québécois", published by Éditions La Presse in 2021, and "Mon frère est complotiste: rétablir le lien et le dialogue social", published by Éditions de l'Homme in November 2022.

She has extensive professional experience in communications, strategic analysis, media relations and public relations in both small and large organizations. She regularly appears as a guest expert in the national and international media, and as a speaker and trainer in various public forums. Involved in major scientific initiatives, she sits on the steering committee of the Science First project, as well as on the Comité national de rapprochement, Arts, Culture et Santé. She is also a member of the Government of Canada's National Expert Panel on Countering Radicalization to Violence.

Tuesday March 11

8:30-9:45 am: Concurrent Panels/Sessions 1 (Hendrix Student Center)

David Peebles Room (2nd Floor Hendrix Student Center)

Narratives Under Fire: How Risk & Crisis Communication Shape Contemporary Conflicts

This panel explores the critical role of communication in modern warfare. As armed conflicts increasingly unfold in the media, this session examines how governments, military forces, and non-state actors use communication strategies to control narratives, influence public opinion, and manage crises. The panel analyzes the intersection of war and crisis communication theory, highlighting the (social) media's evolving role, the challenges journalists face, and the influence of disinformation. Case studies, such as the Gaza War and Russia-Ukraine conflict, will demonstrate these dynamics. The discussion will also address the rise of cyber and AI-supported warfare, the role of non-state actors, and the future of war communication, considering new technologies and hybrid warfare. The panel emphasizes the need for ethical practices and transparent communication in managing wartime crises.

Moderator: Matthew SEEGER - Wayne State Univ, USA

Panelists: Marie-Eve CARIGNAN - Université de Sherbrooke, CANADA

Bengt JOHANSSON - Univ of Gothenburg, SWEDEN

Martin LÖFFELHOLZ - Ilmenau Univ of Technology, GERMANY

Timothy SELNOW - Clemson Univ, USA

Mike PAOLI - USAF Lt. Colonel (ret), Dir. of Public Affairs at Edwards Air Force Base, USA

Meeting Room A (2nd Floor Hendrix Student Center)

Exploring Corporate Social Responsibility from Frames to Culture

Moderator: Amiso GEORGE, Texas Christian University, USA

Presentations:

1. Stakeholders' Sentiment during Mattel's Wicked Dolls Debacle

Lisa BERGSON - Bridgewater State Univ, USA; Thomasena F. SHAW - Bridgewater State Univ, USA

2. From Boycott to Cancel Culture: How Bud Light's Delayed Response Shaped Consumer Activism and Brand Reputation

Daniel Ikesinachi NWOGWUGWU - Northeastern Univ, USA; Rosanna FISKE - Northeastern Univ, USA; Maria Elena VILLAR - Northeastern Univ, USA

3. From Bolstering to Enhancing: Crisis Response Strategies and their Impact on eWOM and Booking Intentions

Mariana CASAL-RIBEIRO - Univ of Lisbon, PORTUGAL; Lori PENNINGTON-GRAY - Univ of South Carolina, USA

4. Strategic Corporate Social Responsibility and Media Reputation: Master Frames Guiding Strategic CSR Flow Signals

Anja FESSMANN - Universität Passau, GERMANY; Jasper FESSMANN - Univ of Memphis, USA

5. Constant Sense of Risk and Crisis – Challenges for Corporate Communicators in an Age of Anger and Uncertainty

Jesper FALKHEIMER - Lund Univ, SWEDEN; Mats HEIDE - Lund Univ, SWEDEN

Meeting Room B (2nd Floor Hendrix Student Center)

Critical Issues in Health Risk Communication

Moderator: Deborah SELLNOW-RICHMOND, Southern Illinois University Edwardsville, USA

Presentations:

- 1. Connecting the IDEA Model to Visual Framing: Exploring the Application of Visual Instructional Risk Communication during a Health Crisis**
Grace OMONDI - Kristiania Univ College, NORWAY; Deanna D. SELLNOW - Clemson Univ, USA; Timothy SELLNOW - Clemson Univ, USA; Audra DIERS-LAWSON - Kristiania NORWAY
- 2. Reputational Threats, Digital Rumors, Natural Disasters & Strategic Communication (Oh My!): A review of crisis cases & the STREMI model for social media crisis communication**
Margaret C. STEWART – Univ of North Florida, USA
- 3. Real-Time Detection of Suicide Ideation: A Machine Learning Approach to Interpersonal Theory of Suicide**
Md. Enamul KABIR - Clemson Univ, USA; Matthew Weston ROGERS – Clemson Univ, USA
- 4. Risk Communication for Emerging Pandemics: Local Community Setting's Influence on COVID-19 Consciousness-building in Rwandan Communities**
Odette MPUNGIREHE - Univ of Kwazulu-Natal, SOUTH AFRICA; Eliza GOVENDER - Univ of Kwazulu-Natal, SOUTH AFRICA
- 5. The Role of Information Sources in Supporting Transgender Individuals during Crises: Insights from Malakand Division, Pakistan**
Sajjad ALI – Univ of Malakand, PAKISTAN; Muhammad Ihtesham KHAN - Univ of Malakand, PAKISTAN; Khayam ASSAN - University of Swat, PAKISTAN; Salam ZEB KHAN - NUML Islamabad, PAKISTAN

10:00-11:15 am: Concurrent Panels/Sessions 2 (Hendrix Student Center)

David Peebles Room (2nd Floor Hendrix Student Center)

Tackling Interdisciplinary and Cross-Sector Challenges in Risk & Crisis Communication

Moderator: Steve VENETTE, Danger Communications, USA

Presentations:

- 1. Interdisciplinary Perspectives on Disinformation, Risks, and Crises: an LIRiC Approach**
Marie-Eve CARIGNAN - Université de Sherbrooke, CANADA; Carol-Ann ROUILLARD - Université de Sherbrooke, CANADA
- 2. Creating a More Resilient Dutch Society: Research Into Resilience Behaviours**
Josine Quist – Netherlands National Government, National Coordinator for Counterterrorism and Security
- 3. Hallucination or vision? New methods in using AI to test & apply theory qualitatively**
Audra DIERS-LAWSON - Kristiania Univ of Applied Sciences, NORWAY; Stuart LAWSON - SJL IT Services, NORWAY
- 4. RCCE-IM Practitioners and Researchers: After Two Years of Bridge Building in Europe—Are we any Nearer?**
Benjamin DUNCAN - RCCE-IM Research & Networking Consultant, BELGIUM; Hanna RADYSH - Measurement, Evaluation, Accountability, Learning, Reporting, CANADA

Meeting Room A (2nd Floor Hendrix Student Center)

Communicating Science and Agriculture

Moderator: Timothy SELLOW, Clemson University, USA

Presentations:

- 1. Preferred Communication Channels for Science-Based Health Innovations Among the Communities of Mbarara Univ of Science and Technology and Rwentondo Village, Uganda**
Margaret JJUUKO - Univ of Rwanda, RWANDA; Regina NALUNGA – Uganda Christian University, UGANDA
- 2. Harvesting Voices: Empowering Agriculture through Community Radio in Bhola, Bangladesh**
Sakib Al HASAN - Univ of Barishal, BANGLADESH; Sharifa Umma SHIRINA - Louisiana State Univ, USA; Mamunor RASHID - Univ of Southern Mississippi, USA; Razaul KARIM – Arizona State Univ, USA
- 3. Lessons on Lessons: A rhetorical analysis of wildland fire lessons learned documents as groundwork toward a genre of effective transferable organizational lessons**
Bailey D. THRASHER - Texas State Univ, USA; Rebekah L. FOX - Texas State Univ, USA
- 4. Mitigating the Impact of HPAI on Dairy Farms: Bridging Knowledge Gaps in Crisis Communication, Biosecurity, and Animal Movement Management**
Johnbosco U. OSUAGWU – Univ of Vermont, USA; Julia M. SMITH- Univ of Vermont, USA; Scott MERRILL – Univ of Vermont, USA; Amy MACIEL - Clemson Univ, USA; Rodrigo SOARES – Univ of Vermont, USA

Meeting Room B (2nd Floor Hendrix Student Center)

Wide World of Crisis Cases

Moderator: Andreas SCHWARZ, Technische Universität Ilmenau, GERMANY

Presentations:

- 1. The Fall of the Gateway Empire and the Disgrace of its Emperor: The Robert Morris Scandal**
R. Tyler SPRADLEY - Stephen F. Austin State Univ, USA; Elizabeth SPRADLEY - Stephen F. Austin State Univ, USA
- 2. Stranded on the Space Station? An Analysis of Messaging in the Boeing Starliner Crew Crisis**
Amber L. HUTCHINS – Kennesaw State Univ, USA
- 3. A Pounding Headache: Reframing the NFL Concussion Crisis**
Terry L. RENTNER - Bowling Green State Univ, USA; David P. BURNS – Salisbury Univ, USA
- 4. Language Matters: Applying Discursive Psychology in Crisis Communication**
Wouter JONG - Leiden Univ, NETHERLANDS; Annette KLARENBEK - Univ of Applied Sciences Utrecht, NETHERLANDS

McKissick Auditorium (1st Floor Hendrix Student Center)

Not all Trolls Troll: Understanding the Tactics and Strategies of Digital Disinformation

Evolving technologies such as digital publications tools, artificial intelligence, and social media empower bad actors to lie and deceive with increasing speed and scale. The tactics and strategies employed by disinformation operations, including foreign state actors, can take advantage of crisis scenarios and have the potential to alter how such moments are perceived and reacted to by the public. This presentation will describe some of the work being done at Clemson University's Media Forensics Hub to understand how online discourse is being manipulated and will work to expand the audience's understanding of what disinformation can and does look like in the real world.

Moderator: Deanna SELLNOW, Clemson Univ, USA

Presenter: Darren LINVILL, Professor of Communication and Co-Director of the Clemson University Media Forensics Hub, Watt Family Innovation Center

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 world 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.



11:15-Noon: High Impact Poster Session (Hendrix Student Center Ballroom)

Poster Title	Authors/Affiliations
1. The Erisco Foods vs. Chioma Okoli Crisis: Examining Corporate Reputation Management, Consumer Activism, and Freedom of Expression in the Digital Age	Danielle Oare ADDEH – Univ of Southern Mississippi, USA; Esther KONAN ABIODUN – Univ of Southern Mississippi, USA
2. Framing Cancer in Media: Analyzing Risk Communication in Newspaper Reporting	Aniruddha BISWAS - Oklahoma State Univ, USA; Mir HASIB - Texas Tech Univ, USA; Nigar SULTANA - Univ of Arizona, USA; Sish Ahemmed SHOZOL- Khulna Univ, BANGLADESH; Md Uzzal TELUKDER – Univ of Tennessee, USA
3. The Role of Twitter and Facebook in Managing Risk Communication During Infectious Disease Outbreak	Menghan ZHU – Univ of Illinois at Urbana Champagne, USA; William GONG, Inception Education, USA
4. Presence of Executive Apologies Amidst Corporate Crises and Their Impact on Key Publics' Brand Loyalty, as shown by Corporate Finances	Rachel Anna MAYER – Univ of Alabama, USA

5. Biosecurity Indemnification and Attitudes of United States Swine Producers Towards the Prevention of an African Swine Fever Outbreak
 6. Boundary Turbulence in Digital Spaces: Privacy Management in AI-Powered Mental Health Platforms
 7. Pivoting to the Future: Lessons Learned by Big Science Organizations During the Pandemic
 8. Opportunities for Crisis Communication Practitioners in the Federal Government- A Tour of USAJobs
 9. Exploring Political Incivility on FB: “A Case Study of Pakistani Political Discourse & Online Behavior
 10. Navigating Greenwashing: How Greenwashing Shapes Public Perceptions of Corporate ESG Credibility – Implications for PR and Crisis Reputation Management
 11. Framing the “Culprits”: A Study on Ghanaian Media Framing of Key Actors in the Anti-Galamsey Campaign
 12. Israel-Iran Crisis 2024: A Qualitative Content Analysis of Global Media Narratives
 13. A Decade of Flooded Stories: Unpacking Ghanaian Media Narratives of Rain Disasters in Ghana through Machine Learning
 14. Univ Students’ Perceptions of AI-Related Risks: Lessons from Crisis Communication Best Practices and Implications for Future Public Dialogues
 15. Post-disaster Renewal: Community Recovery After Hurricane Helene
 16. Jabbing Holes in English Vaccine Confidence: Effects of Time, Information Trust, Health Inefficacy, & Demographics
- Richmond Baye SILVANUS – Univ of Vermont, USA; Asim ZIA – Univ of Vermont, USA; Julie SMITH – Univ of Vermont
- Ahmed SALAUDDIN- Univ of Southern Mississippi, USA; Rubaiya ZANNAT – Univ of Southern Mississippi, USA; Mohammad ASADUZZAMAN – Univ of Southern Mississippi, USA; Faisal Hasan MAHMUD – Univ of Southern Mississippi, USA; Rashid MAMUNOR – Univ of Southern Mississippi, USA
- Mahedi HASAN - Texas Tech Univ, USA; Oluwabusayo OKUNLOYE - Texas Tech Univ, USA; Cassandra HAYES - Texas Christian Univ, USA; Ewa DEELMAN – Univ of Southern California, USA; Kerk F. KEE - Texas Tech Univ, USA
- Douglas Eric JORDAN - Liberty Univ, USA
- Tabinda SADIQ - Bahria Univ, PAKISTAN; Tariq IZZA - Bahria Univ, PAKISTAN
- Vesile CINCEOGLU – Univ of Zurich, SWITZERLAND; Michael JOHANN – Univ of Augsburg, GERMANY; Jesse TUOMINEN – Univ of Jyväskylä, FINLAND; Nadine STRAUSS – Univ of Zurich, SWITZERLAND
- Akakpo Akua ASANTEWA – Univ of Oregon, USA
- Mohsin Hassan KHAN - Bahria Univ, PAKISTAN; Osman Zafar KHARRAL - Bahria Univ, PAKISTAN
- Nana Kwame OSEI FORDJOUR – Univ of Maryland College Park, USA; Anai Yao KUWORNU – Univ of Maryland College Park, USA
- Marta Natalia LUKACOVIC - Angelo State Univ, USA; Ashley M. ARAIZA - Angelo State Univ, USA; Heidi MOYER - Angelo State Univ, USA
- Md. Enamul KABIR - Clemson Univ, USA; Jamal UDDIN - Cornell Univ, USA; Anna Elisabeth HASSELSTRÖM - Kristiania Univ College, NORWAY; Audra DIERS-

- LAWSON - Kristiania Univ College,
NORWAY
17. Global Media Coverage of the 2024 Quota Reform Protests in Bangladesh: A Focus on the Global South
Mamunor RASHID – Univ of Southern Mississippi, USA; Hasan Mahmud FAISAL – Univ of Southern Mississippi, USA; Rubaiya ZANNAT – Univ of Southern Mississippi, USA; Mohammad ASADUZZAMAN – Univ of Southern Mississippi, USA; Sherin Farhana MONI – Univ of Southern Mississippi, USA; Salauddin AHMED – Univ of Southern Mississippi, USA
18. Thou Shalt Not Cover Up: A Case Study in Megachurch Crisis Communication
Sydney O. SCHELLER – Texas Tech University, USA
19. Did stigmas surrounding Covid-19 foster health-related secret keeping?
Emma K. Bishop – Kennesaw State Univ, USA
20. H5N1 Raw Milk Consumption in the Midwest
Gabrielle FRITZ – Clemson Univ, USA, Kathryn Ann BATSON – Clemson Univ, USA
21. Hurricane Helene as a Mega-Crisis?
Jennifer GARCIA – Clemson Univ, USA; John FOWLER - Clemson Univ, USA
22. Bridging Cultural and Linguistic Gaps: Enhancing International Crisis Communication Through Cultural Values and Multilingual Strategies
Tara Katarina JUARROS LUKIC - Leiden Univ, NETHERLANDS
-

Noon-1:15 pm: **Bridge Award (Prof. Practice) Ceremony & Luncheon (Ballroom)**

Bridge Award for Excellence in Professional Practice



Dr. Elizabeth "Liz" Petrun Sayers (Ph.D., Univ of Kentucky) is a Social Scientist working in governmental communication. She previously led formative research for "The Real Cost" e-cigarette prevention campaign. Her current research aims to increase understanding of digital media on outcomes from tobacco prevention public education communication. Prior to joining the FDA, Dr. Petrun Sayers worked as a behavioral and social scientist for the RAND Corporation. She has also held research and teaching positions at universities such as the Univ of Kentucky, Univ of Maryland, Univ of Pennsylvania, and Johns Hopkins Univ. Dr. Petrun Sayers earned a Ph.D., M.A., B.A., and Graduate Certificate in Health Communication from the Univ of Kentucky. She completed a postdoctoral fellowship at the Univ of Maryland.

1:15-2:30 pm: **Concurrent Panels/Sessions 3 (Hendrix Student Center)**

David Peebles Room (2nd Floor Hendrix Student Center)

The Evolution and Expansion of Discourse of Renewal in Crisis Communication

Over the past 25 years, the **Discourse of Renewal** has evolved from a pioneering framework into a robust theoretical lens for analyzing and addressing crises. Renewal also serves as a normative theoretical framework for instructing organizational leaders on how to develop effective pre-crisis strategies to mitigate risk and prepare for crises before they emerge. Renewal's emphasis on ethical communication, organizational learning, and forward-looking strategies has redefined how organizations approach post-crisis recovery. This session explores the trajectory of Discourse of Renewal scholarship, with particular attention paid to its rapid development in the last 5-7 years – moving from primarily case study-based scholarship to scale development and experimental studies. Panelists will also consider future directions for research and application, as well as propose a potential collaborative body of scholarship to work toward over the next decade.

Moderator: Andrew PYLE, Ph.D., Clemson Univ, USA

Panelists: Matthew SEEGER, Wayne State Univ, USA
Timothy SELLOW, Clemson Univ, USA

Meeting Room A (2nd Floor Hendrix Student Center)
Media Narratives, Culture, and Information During Disasters

Moderator: Rubaiya ZANNAT, University of Southern Mississippi, USA

Presentations:

- 1. Bridging Science and Practice: LaHouse's Role in Promoting Resilient and Sustainable Housing in Louisiana**
Rubayet Bin MOSTAFIZ - LaHouse Research and Education Center, USA; Shelly KLEINPETER - LaHouse Research and Education Center, USA; Meggan FRANKS - LaHouse Research and Education Center, USA; Carol FRIEDLAND - LaHouse Research and Education Center, USA
- 2. Media Narratives of Fire Hazards in Bangladesh: A Critical Analysis of Coverage and Its Impact on Public Perception and Disaster Management**
Mamunor RASHID - Univ of Southern Mississippi, USA; Rezaul KARIM – Arizona State Univ, USA; Sharifa Umma SHIRINA - Louisiana State Univ, USA; Md. Uzzal TALUKDER – Univ of Tennessee, USA; Farhin SHIMU - Florida Atlantic Univ, USA
- 3. Sheltering Without Bias: Addressing Discrimination Against LGBTQIA+ in Disaster Response**
Mariana CASAL-RIBEIRO - Univ of Lisbon, PORTUGAL; Lori PENNINGTON-GRAY - Univ of South Carolina, USA
- 4. Pagsulong: Countering Cultures of Disasters in Informal Settlements in Manila, Philippines**
George Vincent F. GAMAYO - Polytechnic Univ of the Philippines, PHILIPPINES; Princess A. ESPONILLA - Polytechnic Univ of the Philippines, PHILIPPINES
- 5. An analysis of Cultural and Religious Influences on Climate Reporting in Pakistan**
Farrukh SHAHZAD - Bahria Univ, PAKISTAN

Meeting Room B (2nd Floor Hendrix Student Center)
Global Politics of Risk and Crisis Communication

Moderator: Marta Lukacovic, Angelo State University, USA

Presentations:

- 1. Religion as Rhetoric: A Critical Discourse Analysis of Imran Khan's Political Speeches**
Mohsin Hassan KHAN - Bahria Univ, PAKISTAN; Laraib IQBAL - Bahria Univ, PAKISTAN
- 2. Narrating Political Stalemates: Agenda-setting, the Legislature, and Political Paracrisis in Electing Mr. Speaker in the U.S. House on Twitter (now X)**
Nana Kwame OSEI FORDJOUR – Univ of Maryland College Park, USA
- 3. Political Competition in Crisis: Politicization or Rally-Round-the-Flag Effect among Norwegian Party Leaders during COVID-19**
Roy Aulie JACOBSEN - Kristiania Univ College, NORWAY
- 4. Scandals: A Behind-the-Scenes Perspective on Belgium's State-Owned Postal Service Corporate Communication**
Stijn PIETERS – PM – Risk Crisis Change, BELGIUM
- 5. No Time, No Willingness, or 'just no'?: Government Leaders' Attitudes Toward Involvement in Risk and Crisis Communication Research**
Pauline Gidget ESTELLA - Technische Universität Ilmenau, GERMANY; Martin LÖFFELHOLZ - Technische Universität Ilmenau, GERMANY

2:45-4:00 pm: Concurrent Panels/Sessions 4 (Hendrix Student Center)

David Peebles Room (2nd Floor Hendrix Student Center)

Technology, Risk, and Communication: Designing and Evaluating Risk Messages on Cybersecurity

As cyber threats escalate, effective communication strategies are pivotal for mitigating risks and managing crises. This interdisciplinary panel explores innovative theoretical and methodological frameworks, such as the IDEA Model and Protection Motivation Theory, to enhance cyber risk awareness and the efficacy of cyber risk communication. Panelists present cutting-edge research on tailored interventions for corporate and youth audiences, novel tools for diagnosing vulnerabilities, and the evolution of cyber insurance frameworks. By blending qualitative and quantitative methods and different contexts and perspectives, the session demonstrates collaborative dialogue offering insights for academia, industry, and policymakers.

Moderator: Albenä BJÖRCK, Ph.D., ZHAW School of Management and Law, SWITZERLAND

Panelists: Carlos CASIAN, SWITZERLAND

Matteo GROßE-Kampmann, GERMANY

Florian MEISSNER, Ph.D., Macromedia Univ of Applied Sciences, GERMANY

Carlo PUGNETTI, SWITZERLAND

Alexander WILKE, GERMANY

Meeting Room A (2nd Floor Hendrix Student Center)

Co-Production of Crisis and Culture through Communication

Moderator: Tim SELLNOW - Clemson Univ, USA

Presentations:

- 1. When a Debate Becomes a Crisis: Challenges in Implementing an Intersectional Approach within a Quebec Feminist Organization**
Carol-Ann ROUILLARD - Université de Sherbrooke, CANADA; Geneviève BOIVIN - Université de Sherbrooke, CANADA; Léo LEFEBVRE - Université du Québec à Montréal, CANADA
- 2. 38th and Chicago: Transforming George Floyd Square into a Site for Remembrance, Activism, and Healing**
Jeffrey Dean BRAND – Univ of Northern Iowa, USA
- 3. Collaborative Communication: Co-Producing Communication Strategies with Tribal Partners in Northeast Oklahoma**
Parker KING - Univ of Alabama, USA; Michael P. FEDOROFF - Univ of Alabama, USA; Scott C. MERRILL - Univ of Vermont, USA; Christopher J. KOLIBA - Univ of Kansas, USA; Kristin B. RAUB - Northeastern Univ, USA; Garett COUCH - Tribal GIS, USA; Leon CROW - Wyandotte Nation, USA
- 4. Bishkek Air Pollution: A Perennial Issue of Life and Health**
Aizhana DZHUMALIEVA – American University of Central Asia, KYRGYZ REPUBLIC; Amiso GEORGE – Texas Christian University, USA
- 5. Truth & Lies on Social Media during COVID-19: Applying Mediated Statement Analysis (MSA) for Digital Deception Detection**
Margaret C. STEWART - University of North Florida, USA; Christa L. ARNOLD - University of North Florida, USA; F. Dan RICHARD - University of North Florida, USA

Meeting Room B (2nd Floor Hendrix Student Center)

Crisis and Risk Communication in Learning Settings: Toward Developing Best Practices

Moderator: Andrew PYLE, Clemson University, USA

Presentations:

1. **Reimagining the Interdisciplinary Curriculum: AI as a Tool to Counter Mega-Crises**
Marta Natalia LUKACOVIC - Angelo State Univ, USA; Deborah D. SELLNOW-RICHMOND – Southern Illinois Univ Edwardsville, USA; Buket OZTAS - Furman Univ, USA; Jessie WANG – RAND Corporation, USA; Srikripa CHANDRASEKARAN - Furman Univ, USA; Giovanna SCOTT - Angelo State Univ, USA
2. **Driven Instructional Design: Understanding WHO's Global Training Response to COVID-19**
Amy E.MACIEL - Clemson Univ, USA; Timothy SELLNOW - Clemson Univ, USA
3. **Sensitivity and Crisis/Risk Communication Pedagogy: A Praxis Approach**
Jeanne M. PERSUITT - Univ of North Carolina Wilmington, USA
4. **Adopting a HyFlex Approach in the Disaster Risk Reduction (DRR) Strategy of Basic Education in the New Normal of Schools**
Cherie Glo Sabino CABUNGCAL - De La Salle Lipa, PHILIPPINES
5. **The Role of Public Relations Professionals in Higher Education Crisis Leadership**
LaTonya J. TAYLOR – Univ of Alabama, USA



4:15-5:30 pm: **Top Student Papers Panel (Rm 316, Watt Family Innovation Ctr)**

Moderator: Tim SELLOW, President, Clemson University, USA

Respondent: Steven VENETTE, Immediate Past President, Danger Communication, USA

1. **Case Study of Wacom and Magic: The Gathering AI Usage**
Morgan Danielle HILLMAN - Augusta Univ, USA
Carrie REIF-STICE - Augusta Univ, USA
Sarah SMITH-FRIGERIO – Univ of Tampa, USA
Steven VENETTE – Danger Communication, USA
2. **Is News Trust a Key Driver of Following Politics on Media? Exploring Partisan Dynamics, and Political Knowledge Influence in the US Context**
Lima NATH - Louisiana State Univ, USA
3. **Crafting Efficiency and Legitimacy in Health Crisis Communication - Scandinavian COVID-19 Press Conferences**
Anna Elisabeth HASSELSTRÖM - Kristiania Univ College, NORWAY
4. **Virtual existence of Refugees: A content analysis of social media during Rohingya crisis to understand how social media framed and (re)constructed the identity of Refugees**
Sherin Farhana MONI - Univ of Southern Mississippi, USA
Mamunor RASHID - Univ of Southern Mississippi, USA
Rubaiya ZANNAT - Univ of Southern Mississippi, USA
Hasan Mahmud FAISAL - Univ of Southern Mississippi, USA
Muhammad ASADUZZAMAN - Univ of Southern Mississippi, USA
Salauddin AHMED - Univ of Southern Mississippi, USA
5. **ICRCC/CCTT Top Student Paper: #CoronavirusSisterSupport: A Case Study of Emergent Organizing and Female Medical Workers' Contextual Vulnerability during Crises**
Jiayu SUN - Univ of Texas at Austin, USA

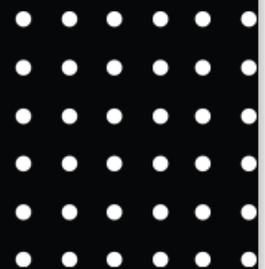
5:30-7:30 pm: **Signature Reception (Rooftop Terrace, Watt Family Innovation Ctr)**



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.



Wednesday March 12

8:00-9:00 am: Networking Breakfast (Hendrix Student Center Ballroom)

- (a) Future Directions in Risk, Crisis, and Disaster Communication Research & Practice
- (b) Risk Communication, Community Engagement, & Infodemic Management
- (c) Government and Public Agency Readiness

9:00-10:15 am: Concurrent Panels/Sessions 5 (Hendrix Student Center)

David Peebles Room (2nd Floor, Hendrix Student Center)

Hot off the press: Editors' reflections on the status and future directions of risk, crisis, and disaster communication research

From the CrowdStrike outage to the COVID-19 pandemic, soaring temperatures, devastating wildfires, terrorist attacks, and massive tsunamis, we live in a world where risks are constantly manifesting into disasters and crises. As the global research and practice communities take stock of what we learned from the past and today's most pressing threats, we must work together to forge rigorous research paths that can meaningfully improve community resilience. In this panel, editors of the most recent handbooks related to risk, crisis, and disaster communication present key insights on theory development, knowledge gaps, emerging research challenges, practitioner partnerships, and paths towards community impact.

Moderator: Nanna Kwame OSEI FORDJOUR – Univ of Maryland, USA

Panelists: Brooke Fisher LIU, *Handbook of Risk, Crisis, and Disaster Communication* (2024), Routledge, Univ of Maryland, USA
Andreas SCHWARZ, *Handbook of International Crisis and Risk Communication Research* (2nd ed.). (forthcoming), Wiley, Ilmenau Univ of Technology, GERMANY
Matthew SEEGER, *Handbook of International Crisis and Risk Communication Research* (2nd ed.). (forthcoming), Wiley, Wayne State Univ, USA
Deanna SELLNOW, *Communicating Risk and Safety: Handbooks of Communication Science* (2024), De Gruyter Mouton, Clemson Univ, USA
Timothy SELLNOW, *Communicating Risk and Safety: Handbooks of Communication Science* (2024), De Gruyter Mouton, Clemson Univ, USA

Meeting Room A (2nd Floor Hendrix Student Center)

Bridging the Social Challenges of Cyber and Corporate Communication

Moderator: Florian MEISSNER, Macromedia Univ of Applied Sciences, GERMANY

Presentations:

- 1. Cyber Readiness: Process Design and the Leadership to Shape Readiness Mindset**
Albena BJÖRCK - ZHAW School of Management and Law, SWITZERLAND; Carlo PUGNETTI - Univ of Applied Sciences Lucerne, SWITZERLAND; Béatrice VOGEL - ZHAW School of Management and Law, SWITZERLAND; Marco LOPEZ - ZHAW School of Management and Law, SWITZERLAND
- 2. Heating Up the Philippine Digital Sphere: How Do Filipinos Engage with Heatwave Discourse on Social Media?**
Jeffrey Rosario ANCHETA - Polytechnic Univ of the Philippines, PHILIPPINES
- 3. Activating your Organizational System to Become Crisis-ready**
Albena BJÖRCK - ZHAW School of Management and Law, SWITZERLAND; Johanna PREGMARK - Chalmers Univ of Technology, SWEDEN
- 4. Activist Framing on Social Media During a National Crisis: A Qualitative Analysis of the July 2024 Movement**
Nadia Nahrin RAHMAN - Bangladesh Univ of Professionals, BANGLADESH; Motasim BILLAH - North Dakota State Univ, USA; Israt Jahan OISHE - Bangladesh Univ of Professionals, BANGLADESH; Monira BEGUM – Univ of Central Florida, USA
- 5. Trouble in the C-Suite? CEO Sociopolitical Advocacy as a Cause of Corporate Crisis**
Jasper FESSMANN - Univ of Memphis, USA; Anja FESSMANN - Universität Passau, GERMANY

Meeting Room B (2nd Floor Hendrix Student Center)

Decision-Making in Risk and Crisis

Moderator: Joel IVERSON, Univ of Montana, USA

Presentations:

- 1. Narrative Accounts and Accountability: North Carolinians' Sensemaking, Blaming, and Renewing Following Helene**
R. Tyler SPRADLEY - Stephen F. Austin State Univ, USA
- 2. Evidence for Overthinking and Poor Decision Making after Mistakes: Implications for Crisis and Risk Communication**
Scott C. MERRILL - Univ of Vermont, USA; Christopher KOLIBA - Univ of Kansas, USA; Rodrigo SOARES - Univ of Vermont, USA; Ruth QUAINOO - Univ of Vermont, USA; Eric CLARK - Univ of Vermont, USA; Trisha SHRUM - Univ of Vermont, USA; Masood Ali KHAN - Univ of Vermont, USA; Jessica BALERNA - Univ of Vermont, USA; Asim ZIA - Univ of Vermont, USA
- 3. The missing piece. Streamlining Risk and Crisis Communication Governance**
Rodrigo SOARES - Univ of Vermont, USA; Ruth QUAINOO - Univ of Vermont, USA; Scott C. MERRILL - Univ of Vermont, USA
- 4. Media Narratives and Resilience: Analysing Disaster Risk Communication in Sardinia and Sicily**
Alessandro LOVARI - Univ of Cagliari, ITALY; Cinzia ATZENI - Univ of Cagliari, ITALY; Norma BALDINO - Univ of Cagliari, ITALY; Gevisa LA ROCCA - Kore Univ of Enna, ITALY
- 5. Risk cultures for citizen-centered public warning and crisis communications research and practice**
Pavel RODIN - Univ of Gothenburg, SWEDEN

10:30-11:45 am: Concurrent Panels/Sessions 6 (Hendrix Student Center)

David Peebles Room (2nd Floor, Hendrix Student Center)

Past President's Panel Alerting the Citizens: Warning Communication in an International Comparison

Societies worldwide are increasingly confronted with extreme weather events, driven in large part by climate change. Government agencies face a growing need to develop effective warning communication systems to address these challenges. Such systems aim to enhance citizens' capacity to make informed decisions and to respond appropriately to life-threatening situations. However, in today's high-choice media and communication environment, warning systems must be able to reach diverse societal groups with varying information-seeking habits and needs. This panel--organized by members of the COST-Action network Alert-Hub, a pan-European initiative dedicated to advancing warning communication--explores comparative experiences of how citizen-targeted warning systems are organized in different countries. They are discussed in the context of climate change-induced hazards (e.g., flooding, landslides, wildfires, storms). By presenting international findings, aim is to identify best practices in warning communication.

Moderator: Bengt JOHANSSON - Univ of Gothenburg, SWEDEN

Panelists: Corina BUZOIANU - National Univ of Political Studies and Public Administration, ROMANIA
Joel O. IVERSON - Univ of Montana, USA
Florian MEISSNER - Macromedia Univ of Applied Sciences, GERMANY
Steven VENETTE - Danger Communication, USA
Toshiyuki WATANABE - Weather Plus Communication Design, NETHERLANDS/JAPAN

Meeting Room A (2nd Floor Hendrix Student Center)

Cases in Monumental Issues of Risk and Crisis Communication

Moderator: Carrie RIEF-STICE - Augusta University, USA

Presentations:

- 1. Crisis history toxicity: The rise and fall of Kanye West**
Sophie Johnson – Nottingham Trent University, UNITED KINGDOM, Audra Diers-Lawson – Kristiania Univ of Applied Sciences, NORWAY
- 2. Monumental Memories**
Kjell BRATAAS – Special Security Specialist and Author, NORWAY
- 3. Considerations for Mental Health in Disaster Communications**
J. Suzanne HORSLEY - Univ of Alabama, USA; LaTonya J. TAYLOR - Univ of Alabama, USA; Daphne CAIN - Univ of Alabama, USA
- 4. Improvised Knowledge: The Dialectic of Digital Rumor and Resistance in Shanghai's Zero-Covid Crisis**
Yu XIANG - Bucknell Univ, USA; Jinpu WANG - Bucknell Univ, USA
- 5. COVID-19: From solidarity to rebellion**
Yves STEVENS - National Crisis Center, BELGIUM

Meeting Room B (2nd Floor Hendrix Student Center)

Weather and Natural Disasters

Moderator: Jeanne PERSUIT - University of North Carolina, Wilmington, USA

Presentations:

1. **The Role of Radio and Ham Radio when Everything Else Fails during Crisis: Lessons Learned from Hurricane Helene in Western North Carolina and Upstate South Carolina**
Donald CONNELLY - Western Carolina Univ, USA; Betty FARMER - Western Carolina Univ, USA; Katerina SPASOVSKA - Western Carolina Univ, USA; Aaron MICHAEL - iHeart Media, USA
2. **Military Communication in Times of Crisis: Lessons from the National Guard's Response to the 2024 Hurricanes in Florida and North Carolina**
Doug JORDAN - Liberty Univ, USA; Sonny PATEL – Georgia State Univ, USA
3. **Enhancing Weather Preparedness: Towards an Impact-Oriented Warning Strategy at the Deutscher Wetterdienst**
Dinah Kristin LESCHZYK - Deutscher Wetterdienst (DWD), GERMANY
4. **The Crisis Response to the Turkey Syria Earthquakes in 2023: How Instructive are Press Releases and Social Media Posts from the Government, Disaster Management Agencies, and NGOs in Response to Earthquakes?**
Andreas SCHWARZ - Ilmenau Univ of Technology, GERMANY; Deanna SELLNOW - Clemson Univ, USA; Audra DIERS-LAWSON - Kristiania Univ of Applied Sciences, NORWAY; Timothy SELLNOW - Clemson Univ, USA
5. **Qualitative Analysis of Risk Communication in the Early Warning System for Tropical Cyclones (hurricane forecast and warning production, communication, and decision-making): A Case Study of Hurricane Otis (Mexico)**
Juan-Andres RINCON-GONZALEZ - Universidad Panamericana, MEXICO

11:45 am-1:00 pm: ICRCA Business Meeting and Luncheon (members only)

1:00 – 2:15 pm: Concurrent Panels/Sessions 7 (Hendrix Student Center)

David Peebles Room (2nd Floor, Hendrix Student Center)

International Perspectives on Crisis Communication Education: Service Learning, IMC, Mock Press Briefings, and Grad Programs, Oh My!!

It has been decades since Coombs (2001) published his article on how to teach a crisis management communication course. This panel focuses on how teaching crisis communication has changed over the decades in terms of approaches, activities, and course design for both undergraduate and graduate courses. Panelists present approaches to service-learning and community engagement projects in crisis communication classes, discuss how IMC has been incorporated into crisis communications, provide lessons learned from working with real clients, preview a student-produced crisis communications resources website, describe a useful media relations activity, and share lessons learned from an international student's perspective.

Moderator: Cory YOUNG - Ithaca College, USA

Panelists: Betty FARMER - Western Carolina Univ, USA
Jeanne PERSUIT - Univ of North Carolina, Wilmington, USA
Pavel RODIN - Univ of Gothenburg, SWEDEN
Jingyuan "Jimmy" KONG - Univ of Georgia, USA

Meeting Room A (2nd Floor Hendrix Student Center)

Communicating Fires, Floods, and More

Moderator: Joel IVERSON, Univ of Montana, USA

Presentations:

- 1. Gaps in Public and Flood Managers' Flood Hazard Risk Communications and Perceptions Disaster Response**
Ruth QUAINOO - Univ of Vermont, USA; Scott MERRILL - Univ of Vermont, USA; Rodrigo SOARES - Univ of Vermont, USA; Jessica BALERNA - Univ of Vermont, USA; Masood ALI-KHAN - Univ of Vermont, USA; Christopher KOLIBA – Univ of Kansas, USA
- 2. Framing the Flames and Floods: Unravelling Media's Role in Shaping Disaster Response in Sicily and Sardinia**
Gevisa LA ROCCA - Kore Univ of Enna, ITALY; Francesca GRECO - Univ of Udine, ITALY; Alessio GENOVESE - Kore Univ of Enna, ITALY; Alessandro LOVARI - Univ of Cagliari, ITALY
- 3. Evaluation of September Floods of Kathmandu Valley**
Dhruba Raj GUATAM - National Disaster Risk Reduction Centre Nepal, NEPAL; Bharat Raj POUDEL - Queensland Univ of Technology-QUT Alumni, AUSTRALIA
- 4. Fire, Grief, and Resilience: A Case Study of a Restaurant Tragedy in Bangladesh**
Mamunor RASHID - Univ of Southern Mississippi, USA; Rubaiya ZANNAT - Univ of Southern Mississippi, USA; Hasan Mahmud FAISAL - Univ of Southern Mississippi, USA; Mohammad ASADUZZAMAN - Univ of Southern Mississippi, USA; Sherin Farhana MONI - Univ of Southern Mississippi, USA; Salauddin AHMED - Univ of Southern Mississippi, USA
- 5. The Cone of Perception: How Demographics Affect the Interpretation of Hurricane Visualizations**
Elizabeth C. RAY - Florida State Univ, USA; Patrick F. MERLE - Florida State Univ, USA

Meeting Room B (2nd Floor Hendrix Student Center)

Conflicts Across the Globe

Moderator: Rodrigo SOARES, University of Vermont, USA

Presentations:

- 1. Global Framing of Crisis Images: The Case of the Ukraine War, 2022-2025**
Shugofa GASTGEER - Texas Christian Univ, USA; Amiso GEORGE - Texas Christian Univ, USA
- 2. Resilience as a Messaging Strategy: Analyzing President Zelensky's Discourse with Ukrainian Citizens Over Two Years of War**
Olga WILLARD - Univ of Central Florida, USA; Shalewa BABATAYO – Univ of Central Florida, USA; Xin SHENG – Univ of Central Florida, USA; Chizorom Ebosie OKORONKWO – Univ of Central Florida, USA; Walter WASHIKA – Univ of Central Florida, USA
- 3. The Rise and Demise of an Information Warfare Influencer: A Longitudinal Study of an American Fighter in Eastern Ukraine and Its Implications for Risk and Crisis Communication**
Marta Natalia LUKACOVIC - Angelo State Univ, USA; Buket OZTAS - Furman Univ, USA
- 4. An Experimental Test of Citizen Reactions to Police Statements following Officer-Involved Shootings**
Andrew S. PYLE - Clemson Univ, USA; Kyle McLEAN - Clemson Univ, USA; Bryan Lee MILLER - Clemson Univ, USA
- 5. When Rumors put their Finger on the Problem and make Authorities Start Conducting Crisis Communication**
Henrik OLINDER - Swedish Civil Contingencies Agency (MSB), SWEDEN

**2:30-3:30 pm: Social Media Listening Center Presentation/Workshop
(Hendrix Student Center Ballroom)**

Leveraging Social Media Data in Risk and Crisis Communication and Research

Information spreads rapidly across the digital landscape. Low barriers to entry, the proliferation of bots and malevolent actors online, and the lack of social media literacy among the general populace further complicate risk and crisis mitigation efforts. This session explores the various tools, technologies, and methods for harvesting and analyzing the effects of social and digital media data before, during, and after crisis events. Drawing from the expertise of faculty in the Social Media Listening Center in the Department of Communication at Clemson Univ, workshop facilitators will discuss the pros and cons of social media research in this context, engage in dialogue around best practices for academic and professional audiences, and demonstrate the data scraping and analysis capabilities of the SMLC.

Facilitators: Brandon BOATWRIGHT, Ph.D., Director, Clemson Univ, USA
Jessica HOFFMAN, ABD, Associate Director, Clemson Univ, USA
Md Enamul KABIR, Ph.D., Research Associate, Clemson Univ, USA

**3:45-4:45 pm: Closing Plenary Reflecting on the Future of Risk and Crisis
Communication & Awards Ceremony (Hendrix St Ctr Ballroom)**