



ICRCC Program & Conference Information 2026

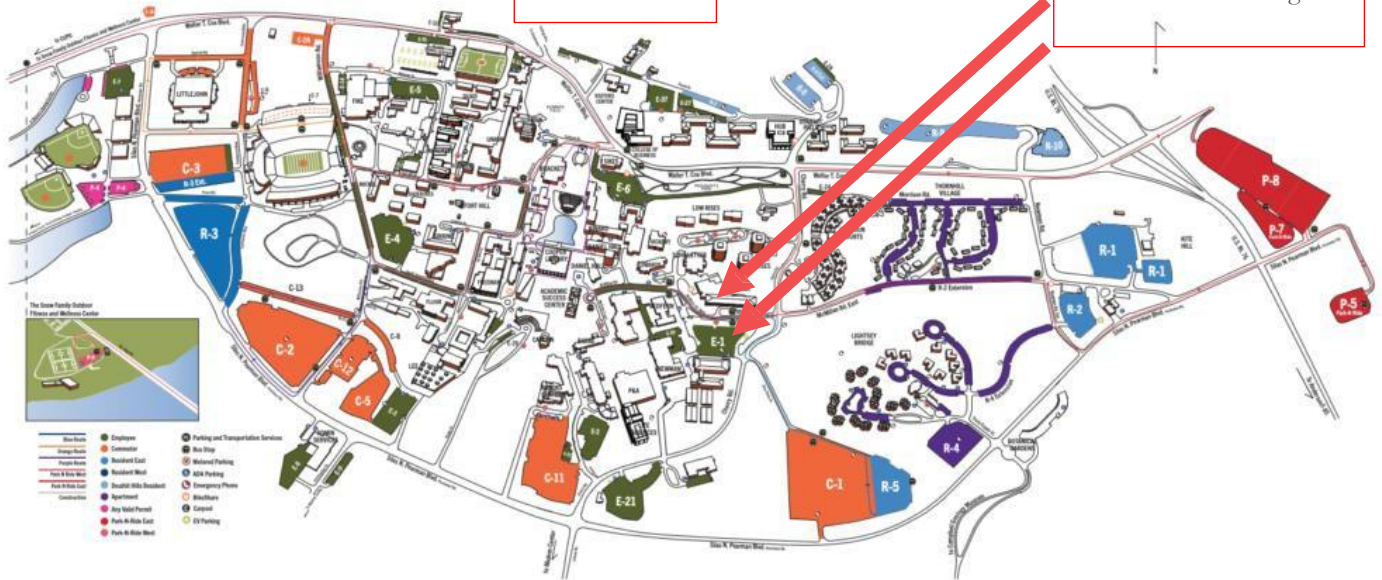
INTERNATIONAL

**CRISIS & RISK
COMMUNICATION**

Conference 2026

Downtown
Clemson

Hendrix Student Center
& Visitor Parking



For more information: clemsonton.edu/parking;
864-656-2270; parking@clemsonton.edu
Follow us: @clemsonton_parking for parking closures and transit changes.



Department of
COMMUNICATION
Clemson® University

ICRCA Executive Board

Executive Director	Deanna D. Sellnow	Clemson University USA
Secretary/Treasurer	Audra Diers-Lawson	Kristiania University NORWAY
President	Joel Iverson	University of Montana USA
Immediate Past President	Timothy L. Sellnow	Clemson University USA
At-Large Member	Albena Björck	ZHAW School of Mgmt/Law SWITZERLAND
At-Large Member	Olivier Champagne-Poirer	Université de Sherbrook CANADA
At-Large Member	Andrew Pyle	Clemson University USA
At-Large Member	Florian Meissner	Darmstadt Univ of Applied Sciences GERMANY
Ad hoc Member	Marta N. Lukacovic	Angelo State University USA
Ad hoc Member	Deborah Sellnow-Richmond	Southern Illinois Univ Edwardsville USA

Publication Board

Joel Iverson (Chair)	Univ of Montana	Audra Diers-Lawson	Kristiania University
Marta Lukacovic	Angelo State Univ	Matthew W. Seeger	Wayne State Univ USA
Deanna D. Sellnow	Clemson Univ	Deborah Sellnow-Richmond	Southern Illinois Univ USA
Timothy L. Sellnow	Clemson University	R. Tyler Spradley	Stephen F. Austin State Univ

Editors

<i>Crisis and Risk Communication (CRC)</i>	Matthew Seeger, Wayne State Univ USA
<i>ICRCC Conference Proceedings</i>	Timothy L. Sellnow, Clemson Univ USA
	R. Tyler Spradley, Stephen F. Austin State Univ

ICRCC 2026 Conference Sponsors

Clemson University Department of Communication
Crisis Communication Think Tank (CCTT), University of Georgia
Amiso George, Texas Christian University

Become a Sponsor at: <https://wearecrisiscomm.com/sponsor-the-icrcc/>

ICRCC Volunteer Implementation Team

Jessica Hoffman	Clemson Univ	Kevin Davis-Bryant	Clemson Univ
Raul Gamboa	Univ of Central Florida	Audrianna Witcher	Clemson Univ
Alice Hulett	Clemson Univ	Kimberly Brooks	Clemson Univ
Elisabeth Hasselström	Kristiania Univ	Marta Lukacovic	Angelo State Univ
Deborah Sellnow-Richmond	Southern Ill Edwardsville	Sofia Salazar Carballo	Nemours Hospital

Non-denominational Prayer Room Open Availability

Samuel J. Cadden Chapel (10:00am – 2:00pm daily)

Bridge Award Winners

Connecting Research to Practice

- 2026** Prof. Dr. Audra Diers-Lawson
Kristiania University of Applied Sciences
Oslo NORWAY
- 2025** Prof. Dr. Marie-Eve Carignan
Université de Sherbrooke
Quebec CANADA
- 2024** Prof. Dr. Martin Löffelholz
Technische Universität Ilmenau GERMANY
- 2023** No Conference
- 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

- Wendy Reinhardt Kapsak, MS, RDN
President & CEO
International Food Information Council USA
- Dr. Elizabeth Petrun Sayers
US Food and Drug Administration (FDA)
Center for Tobacco Products (CTP)
Office of Health Comm/Educ (OHCE)
Washington DC USA
- Henrik Olinder
Civil Contingencies Agency (MSB)
SWEDEN
- No Conference
- 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, USA
- Nancy Alvarez
Co-Anchor, 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)

2026 Conference Program Agenda

March 9-11, 2026
Clemson Univ Campus
720 McMillan Road
Clemson, SC 29634

Monday March 9

9:00am - 6:00pm: Onsite Registration and Packet Pickup (2nd Floor, Hendrix St Ctr)

10:00am – Noon: **Crisis Simulation Preconference Workshop**
(Peebles, 2nd floor, Hendrix Student Ctr)

The Framing and Encoding of Media Discourses During the BBC Leadership Crisis: An Analytical and Interactive Crisis Simulation Workshop

Facilitators:

Kevin READ, City St. George's University of London, UNITED KINGDOM

Bridget BELLAMY, Ada and Alan, UNITED KINGDOM

Sten TORPAN, University of Tartu, ESTONIA

Lakelyn TAYLOR, Independent Scholar, UNITED STATES

In November 2025, the resignations of the BBC's Director General and its CEO of News created a significant leadership vacuum. This event forced global media to analyze and interpret the actions of one of the world's leading media groups. The crisis, exacerbated when US President Trump threatened legal action for false representation, placed the corporation's foundational values of independence and integrity under intense scrutiny. This interactive crisis simulation workshop will provide a structured framework to explore the emergence and evolution of this major crisis from the lens of crisis communication. Using a detailed timeline of significant events, we trace the crisis from its internal origins—such as the moment the BBC board learned of misleading footage concerning President Trump and the 2021 Capitol Hill protests—to its public escalation. At each milestone, workshop participants will be invited to consider the available information and decide what course of action they would have taken. As such, participants engage directly with the complexities of pre-crisis and crisis situations, appreciating how each decision impacts the evolution of narratives and their alignment with organizational values. The timeline will also extend to the point where the BBC's internal communications became public, offering an opportunity to analyze how rival media outlets framed their interpretations and judged the corporation's long-held principles. Overall, this crisis simulation workshop provides a unique opportunity to examine the pressures and choices inherent in high-stakes decision-making.

1:00-3:00pm:

Design Thinking Preconference Workshop (Peebles, 2nd Floor, Hendrix Student Ctr)

WHO RCCE-IM Pocket Plan Creator Tool

Facilitators:

Beatrice VOGEL, ZHAW School of Management & Law, SWITZERLAND

Joel IVERSON, Univ of Montana, USA

Steven VENETTE, Danger Communication, USA

In today's increasingly complex public health landscape, effective communication by public health authorities is more than a best practice—it is a critical safeguard for public trust and wellbeing. This dynamic and interactive 2-hour workshop explores key challenges and perspectives, identifies practical tools and strategies, and guides participants in designing an actionable RCCE-IM (Risk Communication and Community Engagement for Infodemic Management) Communication Plan tailored to health-related emergencies. Using design thinking principles, this workshop fosters collaboration among scholars, practitioners, and public sector leaders to co-create a RCCE-IM Communication Plan. This guide will be an actionable resource with strategies to ensure clear, effective messaging, build trust, and strengthen coordinated responses during critical situations.

RCCE-IM in public health involves multiple layers and interdependent challenges. It demands strong coordination across public health authorities, emergency responders, and government institutions, as well as early and continuous planning to mitigate risks, counter disinformation, and support informed public decision-making. Public health crises may stem from a wide range of events, including rapidly spreading disinformation, declining vaccination uptake, disease outbreaks, and escalating natural disasters with health impacts. Authorities must continuously assess when operational emergency responses require additional strategic health communication to address public concerns, misinformation, and behavioral implications. Clear organizational alignment between public health bodies, emergency services, and government institutions is essential to ensure coherent messaging and timely action. Neglected or poorly managed communication—particularly in the face of infodemics—can erode public trust and exacerbate health risks over time. This highlights the critical importance of proactive, coordinated, and well-designed RCCE-IM planning.

Key Takeaways:

Understanding the Challenges: Identify the core obstacles and vulnerabilities in RCCE-IM crisis communication specific to government bodies, public health agencies and emergency services.

Solution-Focused Brainstorming: Engage in rapid, collaborative ideation to develop practical and scalable solutions.

Customized Readiness Framework: Co-design a tailored RCCE-IM communication strategy that addresses the unique demands of public-sector crises.

Who Should Attend and Why:

This workshop is open for all interested. Together, we will combine research with practical application, offering an immersive, hands-on experience that translates theory into action. Participants will walk away with a RCCE-IM 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

3:30-5:30 pm: Conference Welcome, Keynote & Plenary (Hendrix Student Center Ballroom)



Inspiring Trust: The Power of Science Communication In Shaping An Informed, Confident Food Future

Abstract: Building public trust in our food system has never been more essential—or more challenging. Drawing on global insights and practical storytelling, Wendy, provides a timely exploration of how evidence-based communication can bridge the gap between scientific understanding and public perception. This session offers a motivating call to action for leaders to communicate with authenticity and shape a more informed, confident food future—restoring connection, clarity, and credibility.

Bio: Wendy Reinhardt Kapsak, MS, RDN is President and CEO of the International Food Information Council (IFIC), a nonprofit focused on effectively communicating science-based information about food safety, nutrition, and sustainable food systems. Wendy returned to IFIC after a previous tenure from 2000–2012, followed by holding leadership positions at what is now known as Bayer Crop Science and serving as President and CEO of the Produce for Better Health Foundation (PBH).

Dr. Steven Venette - President Danger Communication, USA.

Risk & Crisis Communication Challenges in Food Safety



Steven Venette completed his doctorate in communication from NDSU with a cognate in food safety microbiology. He completed a postdoctoral position through the USDA focused on food biosecurity. He completed major projects with the National Center for Food Protection and Defense and the National Center for Foreign Animal and Zoonotic Diseases. He was a longtime professor in the School of Communication at the University of Southern Mississippi, and now is the president of Danger Communication. For six years he has been a subject matter expert for the US Forest Service.

Dr. Pavel Rodin - University of Gothenburg, Sweden

Food Influencers in Crisis & Food Safety Communication



Pavel Rodin completed his doctorate from the University of Gothenburg, Sweden. He is a researcher with a focus on audience-centered risk and crisis communication in social media. He serves on the Technical Advisory Group on Risk Communication, Community Engagement, and Infodemic Management (RCCE-IM) for the WHO/Europe. He is also the Vice-Chair for the Risk and Crisis Communication Section of the European Communication Research & Education Association (ECREA).

5:30-7:30 pm:

Bridge Award Ceremony & Reception (Barnes Center)

Tuesday March 10

8:30-9:45 am:

Concurrent Sessions 1 (Hendrix Student Center)

Meeting Room A (2nd Floor, Hendrix Student Center)

Navigating Health Crises Through Community Insight and Innovation

Moderator/Respondent: Deborah SELLNOW-RICHMOND, Southern Ill Univ, Edwardsville USA

Presentations:

- 1. Frontline Voices of Care: How Community Health Workers Cultivate Relationships**
Brooke LIU - University of Maryland, USA; Lahne MATTAS-CURRY, University of Maryland, USA; Anita ATWELL SEATE, University of Maryland, Carina ZELAYA, University of Maryland, USA; David, LIENDO, University of Maryland, USA; Christina GETRICH, University of Maryland, USA; Cynthia BAUR, University of Maryland, USA
- 2. Learning from past pandemic: Exploring the role of communities in communicating to prevent infectious diseases in Kigali, Rwanda**
Odette MPHUNGIREHE, University of Rwanda, RWANDA
- 3. Assessing Risk Perception and Engagement of Chronic Patients in Health Emergencies in Rural Primary Care Settings: Insights from Albania**
Fatjona KAMBERI, University of Vlore, ALBANIA; Velide PULOMEMOJ, University of Rome Tor Vergata, ITALY; Erda HODAJ, University of Vlore, ALBANIA
- 4. How to Teach AI to Unfold Vaccine Hesitancy Narratives: A Few-Shot Learning & Topic Modeling Approach**
Md. Enamul KABIR, Clemson University, USA; Sakhawat TANIM, Clemson University, USA; Deanna SELLNOW, Clemson University, USA; Geneva Lei P. LUTERIA, Clemson University, USA

Meeting Room B (2nd Floor, Hendrix Student Center)

Communicating Risk and Learning in Wildfire Management: From Smoke to Strategy

Moderator: Pavel RODIN, University of Gothenburg, SWEDEN

Presentations:

- 1. Complex Risk-Based Decision-Making using Serious Games in Wildland Fire Management**
David FLORES, USDA Forest Service, USA
- 2. Identity, Discourse, and Decision Making in Prescribed Fire Management: Communicative Processes of Learning and Accountability**
Greg LARSON, University of Montana, USA; Rebecca GILL, Rebecca, Wake Forest University, USA
- 3. Wildland Fire Management and the Evolution of Risk Considerations**
Frank William HAHNENBERG, USDA Forest Service, USA
- 4. Smoke signals: Reframing understanding of smoke**
Steven VENETTE, Danger Communication, USA; Joel IVERSON, University of Montana, USA

Meeting Room C Peebles Room (2nd Floor, Hendrix Student Center)

When Health Becomes Crisis: Communicating Pandemics, Birth Practices, & Environmental Risks

Moderator/Respondent: Amiso GEORGE, Texas Christian University, USA

Presentations:

1. **Pandemic Communication: A Unique Form of Risk and Crisis Communication**
Stephen CROUCHER – Clemson University, USA
2. **Framing Mental-Health in Rwanda: A study of The New Times and Kigali Today Newspapers**
Daniel Ngugu ALPHA - University of Global Health Equity, RWANDA; Margaret JJUUKO, University of Rwanda, RWANDA
3. **Free Birth Rhetorical Community: How the Free Birth Rhetorical Vision and Identity Appeals Resist Risk-Averse Birthing practices**
Elizabeth L. SPRADLEY - Stephen F. Austin State University, USA
4. **Exploring Air Pollution's Influence on Adult Mental Health in Bangladesh: A Comparative Study between Dhaka and Rajshai**
Md. Abu Bakkar SIDDIK - Nanjing University, CHINA; Khaled SAIFULLAH - Jagannath University, BANGLADESH; Moshir RAHMAN - Comilla University, BANGLADESH; A.I. MAHMUD - Universiti Sains MALAYSIA; Hongyan GUO - Nanjing University, CHINA

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

Meeting Room A (2nd Floor, Hendrix Student Center)

Risk and Crisis Communication in the Authoritarian Turn

Moderator: Bengt JOHANSSON – University of Gothenburg, SWEDEN

Panelists: Tim SELNOW – Clemson University, USA
Xianlin JIN – University of Toledo, USA
Angella NAPAKOL – Uganda Christian University, UGANDA
Sofia SALAZAR – Nemours Children's Hospital, USA

Meeting Room B (2nd Floor, Hendrix Student Center)

AI in the Hot Seat: Algorithms, Accountability, and the Future of Crisis Communication

Moderator/Respondent: Andreas SCHWARZ, TU Ilmenau, GERMANY

Presentations:

1. **What do you learn about the state of the art of crisis communication research from Large Language Models?**
Pavel RODIN, University of Gothenburg, SWEDEN
2. **Human-Machine Teaming in High-Risk Environments: A meta-analysis of HMT literature using a Communication as Constitutive of Organization (CCO) practice perspective**
R. Tyler SPRADLEY, Stephen F. Austin State University, USA
3. **Risk and crisis management: The Interplay of the Role of Management and the Employees in the Nigeria work environment**
Ngozi Comfort OMOJUNIKANBI, University of Port Harcourt, NIGERIA; Blessed Frederick NGONSO, Edo State University Iyamho, NIGERIA; Toluwanimi Grace OMOJUNIKANBI, Landmark University Omu-Aran, NIGERIA
4. **AI Chatbots as Spokespersons: How Algorithmic Failures amplified Crisis Severity, Stakeholder Trust and Legitimacy in the Air Canada Crisis**
Daniel NWOGWUGWU, Northeastern University, USA

Meeting Room C Peebles Room (2nd Floor, Hendrix Student Center)

Institutions Under Pressure: Strategic Silence, Resistance, and Resilience in Turbulent Times

Moderator/Respondent: Jeanne PERSUIT, Univ of North Carolina, Wilmington, USA

Presentations:

1. **Leading with Care or Retreating in Caution? An Ethics of Care Analysis of Big Ten Universities' Responses to Policy Threats**
Lahne MATTAS-CURRY - University of Maryland, USA; Brooke Fisher LIU, University of Maryland, USA; Tori MCDERMOTT, University of Alaska-Fairbanks, USA; Nina E. KELLY, Wayne State University, USA; Kaitlyn COONS, Wayne State University, USA; Matthew SEEGER, Wayne State University, USA
2. **Signaling Strategic Silence or Crisis Mismanagement? Investigating U.S. Higher Education's Responses in the Age of Trump**
Brooke Fisher LIU, University of Maryland, USA; Tori MCDERMOTT, University of Alaska-Fairbanks, USA; Kaitlyn COONS, Wayne State University, USA; Lahne MATTAS-CURRY - University of Maryland, USA; Nina E. KELLY, Wayne State University, USA; Matthew SEEGER, Wayne State University, USA
3. **Resilience and resistance: When opposition becomes the "new normal"**
Nina E. KELLY, Wayne State University, USA; Tori MCDERMOTT, University of Alaska-Fairbanks, USA; Kaitlyn COONS, Wayne State University, USA; Brooke Fisher LIU, University of Maryland, USA; Lahne MATTAS-CURRY - University of Maryland, USA; Matthew SEEGER, Wayne State University, USA

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.

11:00-Noon: High Impact Poster Session (Hendrix Student Ctr Ballroom)

Facilitators: Deborah SELLNOW-RICHMOND, Southern Illinois University, Edwardsville, USA
Marta LUKACOVIC Angelo State University, USA

Poster Title

Authors/Affiliations

1. Governing Uncertainty: Risk Communication by the Spanish Government During the COVID-19 Pandemic
Agustin IGLESIAS – UAO Universitat Abat Oliba CEU, Spain
2. The Reawakening of a Sleeping Giant: The Reemergence of the New World Screwworm Fly in the Southern United States
Sarah GASKILL – Clemson University, USA
3. Perceptions of Nutrition and Related Health Risks Expressed in Online Conversations by Generation Z
Gatsby GOODE – Clemson University, USA
4. Artistic Expression as Emotional Healing in the Aftermath of Hurricane Helene
Emily Anne LEACH – Clemson University, USA
5. #DeafTok: A Case Study in Digital Expression and Suppression
Jennifer GARCIA – Clemson University, USA; Jessie HOFFMNAN – Clemson University, USA
6. Leading for Engagement: How Contingency Leadership and Stakeholder Relation Management Inform Future-Ready Crisis Communication
Marina MALGINA – Kristiania University of Applied Sciences, Oslo NORWAY
Adeline HVIDSTEN – Kristiana; Audra DIERS-LAWSON – Kristiana
7. Predicting Comprehensibility in Scientific Text Based on Word Facilitation
Moritz HARTSTANG, Osnabrück University, GERMANY; Martyna PLOMECKA – University of Zürich, SWITZERLAND; Nicole GOTZNER – Osnabrück University, GERMANY; Sebastian MUSSLICK- Osnabrück University, GERMANY
8. Crisis Communication in College Athletics: A Content Analysis of SEC Football Teams' Response Strategies
Katherine MARTIN-WILLIAMS – University of Georgia, USA
9. How knowledge and reasoning skills influence the evaluation of risk information on social media
Alantis BALDWIN – Clemson University, USA; Jinan ALLAN – Clemson University, USA
10. If We Could Turn Back Time: Retrospective Sensemaking and Lessons for Crisis Preparedness in U.S. Research Infrastructures
Mahedi HASAN – Texas Tech University, USA; Oluwabusayo OKUNLOYE- Texas Tech University, USA; Kerk KEE – Texas Tech University, USA; Ewa DEELMAN – University of Southern California, USA
11. Whose Crisis is It? Emotional Experiences of Betrayal among Ghanaian Environmental Activists and its Impact on the Public
Akua Asantewa AKAKPO – University of Oregon, USA
12. Framing a Perceived Global Religious Crisis: Message Factors in YouTube Communication About the Predicted 2025 Rapture
Ariana MEDINA – Texas Tech University, USA; Sydney SCHELLER – Texas Tech University, USA
13. By the Stroke of a Pen: Assessing the global impact of defunding USAID
Anani Yao KUWORNU, University of Maryland, USA; Faith OTCHERE, University of Maryland, USA
14. Reputational Response: Image Repair Beyond Benoit's Framework
Grace FURLONG – George Mason University, USA

Noon-1:15 pm: **Bridge Award (Research to Practice) Ceremony & Luncheon**
(Hendrix Student Center Ballrooms)

Bridge Award for Excellence in Connecting Research to Practice



Dr. Audra Diers-Lawson is a Professor of Risk and Crisis Communication at Kristiania University of Applied Sciences and a leading scholar whose applied research has shaped both academic understanding and professional practice in crisis, risk, and strategic communication. She has published more than 40 peer-reviewed books, journal articles, and chapters in the last five years and directs the WHO/Europe Collaborating Centre for Risk Communication, Community Engagement, and Infodemic Management.

Although more recognized for her recent academic work, Dr. Diers-Lawson's commitment to applied strategic communication began decades earlier. Raised in a family running what would now be considered a 'boutique' photography and marketing firm in the equine industry, she grew up immersed in real-world communication challenges. Her research focus sharpened during her MA studies at the University of Wyoming, when the murder of Matthew Shepard—an event that helped catalyze U.S. hate-crime legislation—occurred just two weeks into her fieldwork. This tragedy fundamentally shaped her scholarly path,

grounding her career in a deep concern for crisis-affected communities and the most vulnerable stakeholders.

For nearly 30 years, she has worked at the intersection of research and practice across private, public, and nonprofit sectors. Her applied contributions include supporting global change initiatives for a major technology manufacturer in Texas following organizational transgressions and regulatory shifts; contributing to a successful legislative campaign on reproductive health access in Texas; and helping design collaborative programs to improve educational opportunities for disadvantaged students in New York. After relocating to Europe, she led interventions to strengthen internal communication for a UK health alliance and developed strategic communication guidelines for the EU Public Employment Service—each aimed at expanding access to essential services.

During the COVID-19 pandemic, Dr. Diers-Lawson served on WHO/Europe's temporary technical advisory group for RCCE and infodemic management, later joining the permanent group and establishing Kristiania's Collaborating Centre. Through this work, she has engaged directly with practitioners across Europe and Central Asia to support knowledge exchange, strategy development, and the WHO One Health Initiative. She has also provided expert evaluation to the EU's post-COVID inquiry and contributed to knowledge-transfer efforts across European and national bodies.

Deeply committed to service, she endeavors to build a more inclusive and international risk and crisis communication community through leadership roles as Vice-Chair and Chair of ECREA's Risk and Crisis Communication Section, and now Secretary-Treasurer of ICRC.



1:15-2:30 pm:

Concurrent Sessions 3 (Hendrix Student Center)

Meeting Room A (2nd Floor, Hendrix Student Center) (Zoom)

Innovating Crisis Theory: Modalities, Visuals, and Organizational Learning in High-Stakes Environments

Moderator/Respondent: Joel IVERSON, University of Montana, USA

Presentations:

1. **Harnessing the power of communication in the extreme: A dialogue between communication as constitutive of organization and extreme context research**
R. Tyler SPRADLEY, Stephen F. Austin State University, USA
2. **Cognitive and Modality Constraints in Crisis Messages as Boundary Conditions for Convergence**
Rodrigo SOARES, University of Vermont, USA; Xianlin JIN, University of Toledo, USA; Patric SPENCE, University of Central Florida, USA; Timothy SELLNOW, Clemson University, USA
3. **Rethinking risk and crisis communication theories: The VICAR conceptual framework for visual strategies during prolonged crises**
Grace OMONDI, Kristiania University of Applied Sciences, NORWAY
4. **The Integrated Crisis Stakeholder-Relationship Value Model in the Fashion Industry: Examining Spillover, Media Crisis Triggers, and Value Dynamics in Celebrity vs. Traditional Brands**
Sophie Louise JOHNSON, Nottingham Trent University, UK

Meeting Room B (2nd Floor, Hendrix Student Center)

Reporting Crisis and Change: Global Perspectives on Journalism, Framing, and Accountability

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

Presentations:

1. **How Migration, Mobility and Refugee Issues are Reported in Two Online Newspapers in Rwanda**
Margaret JJUUKO, University of Rwanda, RWANDA
2. **The Social Function of Crisis Journalism: News about Renewal and Rebuilding**
Bengt JOHANSSON - University of Gothenburg, SWEDEN
3. **Media Content Analysis of Political Crisis Communication: In the Context of Bangladesh's Mass Uprising in July-August 2024**
AKM Zamir UDDIN - University of Georgia, USA
4. **Analysis of Fact-Checking Practices Among Pakistani Journalists**
Farukh SHAHZAD - Bahria University, PAKISTAN; Samina ARSHAD Bahria University, PAKISTAN;
5. **Public Interest Framing, Media Discourses and Sentiments: Evidence from Media Coverage of the 2025 U.S. Government Shutdown**
Nana Kwame OSEI FORDJOUR - University of Maryland College Park, USA

Meeting Room C Peebles Room (2nd Floor Hendrix Student Center)

Communicating in Uncertain Times: Preparing Publics, Navigating Misinformation, and Telling Risk Stories

Moderator/Respondent: Olivier CHAMPAGNE-POIRER, Université de Sherbrooke, CANADA

Presentations:

1. **Communicating the Unlikely, Uncertain, and Unbelievable: Intersections of Risk and Science Communication in Astrobiology and Claimed Detections of Life on YouTube**
Andreas SCHWARZ - Ilmenau University of Technology, GERMANY; Anamaria BEREA - George Mason University, USA; Abdullah ALMALKI – George Mason University, USA.
2. **Crisis communication and to prepare the public in uncertain times**
Henrik OLINDER - Swedish Civil Defence and Resilience Agency, SWEDEN
3. **What's the Forecast? Sector Differences Forming, Risk-Based Storytelling Gaining Strength**
Elizabeth C. RAY - Florida State University, USA
4. **The Impacts of Structural Divergence and Mis-, Dis-, Mal-Information on Employee Decision-Making during Organizational Megacrisis**
Lakelyn, E. TAYLOR, Independent Scholar, USA; Ryan GOKE, Murray State University, USA

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

Meeting Room A (2nd Floor, Hendrix Student Center)

From Catastrophe to Community: Strategies and Challenges in Crisis Communication

Moderator/Respondent: Bengt JOHANSSON, University of Gothenburg, SWEDEN

Presentations:

1. **Communicating Amid Catastrophe: Crisis Communication Effectiveness and Community Resilience During the 2025 Central Texas Floods**
Amiso M. GEORGE - Texas Christian University, USA; Belinda WILLIS - DFW Strategic Communication, USA; Joshua BENTLEY - Texas Christian University, USA; Sarah MABEN - Texas Christian University, USA
2. **Enhancing Flood Risk Communication Through the IDEA Model: A Multi-Method Examination of Public Understanding and Protective Action**
Rodrigo SOARES, University of Vermont, USA; Scott C. MERRILL, University of Vermont, USA; Jessica A. BALERNA, University of Vermont, USA; Masood-Ali KHAN, University of Vermont, USA; Ruth QUAINOO, University of Vermont, USA; Trisha SHRUM, University of Vermont, USA; Christopher KOLIBA, University of Kansas, USA
3. **Skyfall risk communication campaign in Sweden**
Pavel RODIN, University of Gothenburg, Sweden
4. **Exploring air pollution's influence on adult mental health in Bangladesh: A comparative study between Dhaka and Rajshahi**
Siddik Md Abu BAKKAR – Nanjing University, CHINA; Saifullah KHALED – Jagannath University, BANGLADESH; Rahman MOSHIUR – Comilla University, BANGLADESH; Mahmud AL – Universiti Sains Malaysia, MALAYSIA; Guo HONGYAN – Nanjing University, CHINA

Meeting Room B (2nd Floor, Hendrix Student Center)

Breaking Silence and Shaping Action: Challenges in Risk Communication and Community Engagement

Moderator/Respondent: Xianlin JIN, Toledo University, USA

Presentations:

1. **Risk Perception and Information Seeking in the Transition to Sustainable Mobility: Insights from a Rural Germany Field Study**
Andreas SCHWARZ - Ilmenau University of Technology, GERMANY; Elisabeth, WAGNER-OLFERMANN - Ilmenau University of Technology, GERMANY
2. **Normatively-Responsible Advocacy in Instructional Risk Communication and the Reemergence of the New World Screwworm Fly in the United States**
Viola GIANNA - Clemson University, USA
3. **The alternative for online engagement: Applying the unified model to far-right activism on YouTube**
Audra DIERS-LAWSON, Kristiania University of Applied Sciences, NORWAY; A. Elisabeth HASSELSTRÖM, Kristiania University of Applied Sciences, NORWAY
4. **Ibadan's Ground Zero: Post-Crisis Communication and the Discourse Renewal in the 2024 Explosion**
Anuoluwapo Oreoluwa ADESINA - University of Maryland, USA

Meeting Room C Peebles Room (2nd Floor Hendrix Student Center)

Contested Narratives and Digital Engagement: Politics, Memory, and Meaning Online and Offline

Moderator: Steven VENETTE, Danger Communication, USA

Presentations:

1. **House of Dynamite- When Communication is the Crisis**
Douglas Eric JORDAN – Liberty University, USA; Russel HAMPSEY – Liberty University, USA; Travis DETTMER - George C. Marshall European Center for Security Studies, USA
2. **The Power of Labels: An Ideographic Analysis of the Annunciation Catholic Shooting**
Rebekah L. HARRELL, University of Montana, USA
3. **From Contested Narratives to Spatial Reclamation: The Pulse Memorial's Physical and Symbolic Transformation**
Amy E. MACIEL, Clemson University, USA
4. **Exploring political incivility on Facebook: A case study of Pakistani political discourse and online behavior**
Tabinda SADIQ, Bahria University, PAKISTAN; Izza TARIQ, Bahria University, PAKISTAN



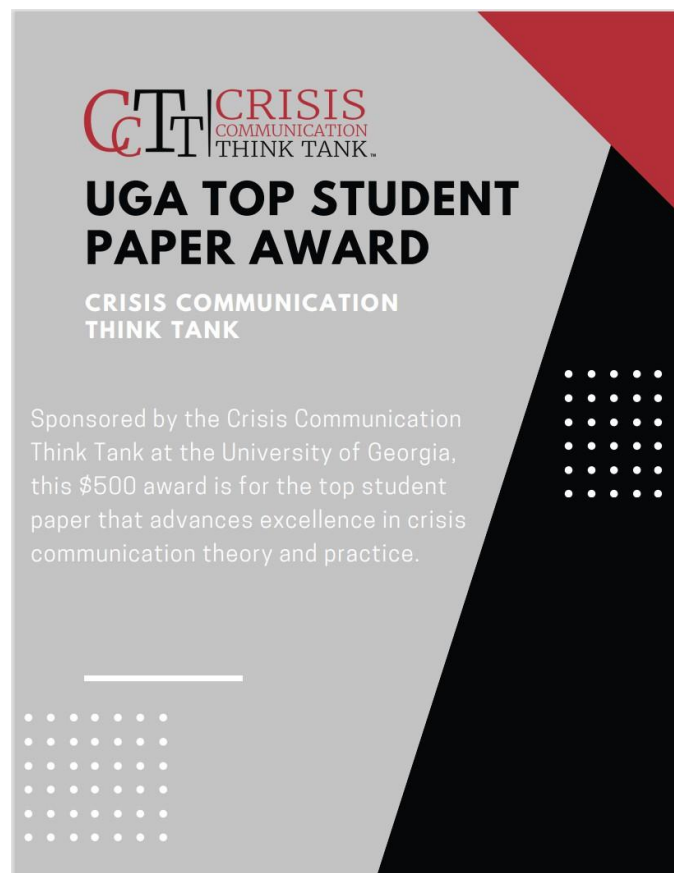
4:15-5:30 pm: Top Student Papers Panel (Peebles Rm, Hendrix St. Ctr)

Moderator: Joel IVERSON, President, University of Montana, USA

Respondent: Tim SELLNOW, Immediate Past President, Clemson University, USA

Presentations:

1. **The crisis of citizenship n Peyote “America”**
Mik DAVIS-BRYANT – University of Georgia, USA
2. **From contested narratives to spatial reclamation: The Pulse Memorial’s physical and symbolic transformation**
Amy E. MACIEL – Clemson University, USA
3. **A cross platform visual analysis of Kenya’s Gen-Z-led #RejectFinanceBill2024 protests**
Grace OMONDI – Kristiania University of Applied Sciences, NORWAY
4. **ICRCC/CCTT Top Student Paper**
Political Affiliation and Florida Red Tide Risk Perceptions
Dylan L. PACE, University of Florida, USA; Sadie HUNDEMER, University of Florida, USA



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

Wednesday March 11

8:00-9:00 am: Breakfast

- (a) with Experts [Tables 1-8]
- (b) Design Thinking Workshop Networking [Tables 9-10]
- (c) Other Networking [Tables 11-14]

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

Meeting Room A (2nd Floor, Hendrix Student Center)

Experiencing Crises: Leadership, Government Communication, and Educational Approaches

Moderator/Respondent: Deborah SELLNOW-RICHMOND, SIU-Edwardsville, USA

Presentations:

1. **Gaming the System- Simulations as a methodology for crisis communication education**
Douglas Eric JORDAN - Liberty University, USA; Sonny PATEL - Georgia State University, USA
2. **"I Can't Believe They're Still In Business": Experiential Learning Through The Case of The Samsung Galaxy Note 7 Crisis**
Mik DAVIS-BRYANT - University of Georgia, USA
3. **Government Crisis Communication on Social Media: Evidence from Global South**
Khairul ISLAM - Florida Atlantic University, USA; Md. Sayeed AL-ZAMAN - Jahangirnagar University, BANGLADESH; Najma AKHTHER - Nazareth University, USA; Aminul M. ISLAM - Wayne State University, USA
4. **Leading Through Long-Term Crises: Working Across Sectors and Communities**
Elisabeth A. HASSELSTRÖM - Kristiania University of Applied Sciences, NORWAY

Meeting Room B (2nd Floor, Hendrix Student Center)

Perceiving and Responding to Climate Risk: Insights from Politics, Policy, and Communities

Moderator/Respondent: Rodrigo SOARES, Univ of Vermont, USA

Presentations:

1. **Visual Climate Risk Communication in South Asia: Effects of Construal and Psychological Distance on Risk Perceptions, Policy Support, and Behavioral Intentions**
Sandaruwan SUBASINGHE - University of Peradeniya, SRI LANKA; Najma AKHTHER - Nazareth University, USA; Priyadarshani HAPUARACHCHIGE, University of Peradeniya, SRI LANKA
2. **The Hidden Crisis of Climate Change: Distress, Entrapment, and Suicidal Ideation Among Bangladeshi Adolescents**
Md. Jubayer MAHMUD - Texas State University, USA; Shah Jalal AHAMED - Shahjalal University of Science and Technology, BANGLADESH; Abdullah Al MASUD - Shahjalal University of Science and Technology, BANGLADESH; Sharmila Siddika MILA - Shahjalal University of Science and Technology, BANGLADESH
3. **Perception of risk and desire to resist behavior among students living around environmentally hazardous areas in Bangladesh**
Md. Abu Bakkar SIDDIK - Nanjing University, CHINA; Mahedi HASAN - Texas Tech University, USA; Abdulla AL MASUD - Shahjalal University of Science and Technology, BANGLADESH
4. **Narrating the Climate Crisis: Political Rhetoric and Ideology in the 2024 U.S. Election**
Mohsin Hassan KHAN - Bahria University, PAKISTAN; Wasim AKRAM - Bahria University, PAKISTAN

Meeting Room C Peebles Room (2nd Floor, Hendrix Student Center)

Shaping Public Experience in Crisis: Media Framing, Social Media, and Health Communication

Moderator/Respondent: Andreas SCHWARZ, TU Ilmenau, GERMANY

Presentations:

1. **Becoming a Parent in Times of Crisis: How COVID-19 Communications Contributed to Shape Maternal Experiences, Health Practices, and Parenting Perceptions in Québec**
Olivier CHAMPAGNE-POIRER, Université de Sherbrooke, CANADA; Raymonde GAGNON, Université du Québec à Trois-Rivières, CANADA; Julie LEFEBVRE, Université du Québec à Trois-Rivières, CANADA
2. **Crisis Framing of Gender-Based Violence: How Media Shape Public Communication in Kyrgyzstan and Kazakhstan**
Aizhana DZHUMALIEVA, American University of Central Asia, KYRGYZSTAN; Amiso GEORGE, Texas Christian University, USA
3. **Media Framing of Malaria Control in Rwanda: A Content Analysis of The New Times (2019–2024)**
Marie Claire ISINGIZWE, University of Rwanda, RWANDA
4. **Testing a Model for Trauma-Informed Disaster Communication**
J. Suzanne HORSLEY, University of Alabama, USA

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

Meeting Room A: Past President's Panel (2nd Floor, Hendrix Student Center)

Advancing Trusted and Inclusive Warning Communication: Global Perspectives on Climate Risk and Extreme Weather Events

As climate-induced hazards such as floods, wildfires, and storms intensify globally, implementing adequate warning communication systems and practices is crucial. Despite technological advancements, authorities often fail to warn at-risk populations against extreme weather events in a timely and effective manner, even in highly developed nations (Meissner, Buzoianu & Ihlen, under review). This panel addresses this critical gap by examining the intersection of escalating climate risks, a rapidly changing media landscape, and enduring obstacles such as a lack of disaster preparedness. It recognizes that warning systems must not only be technologically sound but also socially inclusive, culturally sensitive, and institutionally trusted. Led by members of the EU-funded research network AlertHub, the panel invites diverse international contributions that examine how warning systems are structured and how disaster warnings are communicated and received across different political, social and cultural contexts. It seeks to foster dialogue on theoretical models, rhetorical strategies, technological innovations, challenges and best practices that enhance public responsiveness and resilience. Special attention will be given to sociocultural factors, institutional trust, and mechanisms for knowledge dissemination that support equitable access to life-saving information. By bridging empirical research and practical insights, this panel aims to advance the global conversation on building more adaptive, inclusive, and effective warning communication systems in the face of increasing extreme weather events. The speakers will contribute insights grounded in a wide range of cultural contexts spanning Africa, Asia, Europe, and North America.

Moderator: Florian MEISSNER, Darmstadt University of Applied Sciences, GERMANY

Panelists: Angella NPAKOL, Uganda Christian University, UGANDA
Aizhana DZHUMALIEVA, American University of Central Asia, KYRGYZSTAN
Henrik OLINDER, Swedish Civil Defence and Resilience Agency, SWEDEN
Juan-Andrés RINCÓN-GONZÁLEZ, Universidad Panamericana, MEXICO
Hamilton BEAN, University of Colorado – Denver, USA

Meeting Room B (2nd floor, Hendrix Student Center)

Digital Voices in Crisis: Pandemic, Fire, and Protest Communication Across Contexts

Moderator/Respondent: Marta Lukacovic, Angelo State Univ., USA

Presentations:

1. **From Smoke to Screen: The Role of TikTok in the Palisades Fire Crisis Response**
Carrie E. REIF-STICE, Augusta University, USA; Lilly A. WILLIAMSON, Augusta University, USA; Steven J. VENETTE, Danger Communication, USA; Joel O. IVERSON, University of Montana, USA
2. **From Meaning to Engagement: Personas as Mid-Level Communicative Constructs in Interpretive and Computational Risk Research**
Audra DIERS-LAWSON, Kristiania University of Applied Sciences, NORWAY
3. **Mapping Communication Networks for Incident Management: Improving Liaison Coordination in Complex Disaster Response**
Audrey GREENE – University of Montana, USA; Greg LARSON – University of Montana, USA; Joel IVERSON – University of Montana, USA; Rebekah HARRELL – University of Montana, USA
4. **Unique communication features and psychological factors of pandemics**
Cory Lynn YOUNG, Ithaca College, USA

Meeting Room C Peebles Room (Hendrix Student Center)

Leadership, Trust, and Networks: Navigating Crises in Organizations and Communities

Moderator/Respondent: Khairul ISLAM, Florida Atlantic Univ., USA

Presentations:

1. **Preaching water and drinking wine: Transformational leadership and Reputational trust as key drivers to sustainable uptake of COVID-19 Social and behaviour change messages in Uganda**
Barbra NATIFU - University of Oslo, NORWAY; Asiimwe Michael BWAMBALE - African Union, UGANDA
2. **Network Analysis of a Sticky Crisis: Gateway Church and Pastor Robert Morris**
Elizabeth L. SPRADLEY - Stephen F. Austin State University, USA; Larry L. KING – Stephen F. Austin State University, USA; R. Tyler SPRADLEY – Stephen F. Austin State University, USA
3. **Artificial intelligence and crisis communication: Public perception and the Future in Nigeria**
Toluwanimi Grace OMOJUNIKANBI - Landmark University, NIGERIA; Ngozi Comfort OMOJUNIKANBI - University of Port Harcourt, NIGERIA; Blessed Frederick NGONSO - Edo State University Iyambo, NIGERIA; Alfred Oluwagbejani OMOJUNIKANBI - Bayelsa Medical Univ, NIGERIA; Nkemjika NJINMA - George, Enugu State University, NIGERIA
4. **The LinkedIn Effect: CEO Thought Leadership as a Catalyst for Media Relations and Crisis Management during CrowdStrike's Worldwide IT Outage Wicked Crisis**
Lisa BERGSON - Bridgewater State University, USA; Thomasena SHAW, Bridgewater State University, USA

11:45am-1:00pm: Luncheon & ICRCA Business Meeting (members only)
(Hendrix Student Center Ballrooms)

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

Meeting Room A (2nd floor, Hendrix Student Center)

Navigating Crises in the AI Era: Communication, Preparedness, & Institutional Response

Moderator/Respondent: Olivier Champagne-Poirer, Univ de Sherbrooke, CANADA

Presentations:

1. **Cyber Crisis Readiness: How Collective Internalization Emerges Through Interactive Communication**
Albena BJÖRCK, ZHAW School of Management and Law, SWITZERLAND; Béatrice VOGEL, ZHAW School of Management and Law, SWITZERLAND; Carlo PUGNETTI, HSLU Institute of Financial Services Zug IFZ, SWITZERLAND
2. **Toward a Mega-Crisis Framework for AI-Era Crisis Communication**
Marta Natalia LUKACOVIC, Angelo State University, USA; Deborah SELLNOW-RICHMOND, Southern Illinois University Edwardsville, USA
3. **When Revival Goes Viral: Examining Institutional Crisis and Risk Communication During Asbury University's 2023 Outpouring**
Sydney O. SCHELLER, Texas Tech University, USA; Todd WOLD, Asbury University, USA
4. **How university curricula in general and crisis communication and/or media literacy courses, in particular, can be modified to prepare students to encounter a world increasingly threatened by artificial intelligence-generated crises including but not limited to deepfakes, disinformation and identity fraud**
Soumitro SEN, Middle Georgia State University, USA

Meeting Room B (2nd floor, Hendrix Student Center)

Ethics, Strategy, and Resilience in Global Crisis Communication

Moderator/Respondent: Pavel RODIN, University of Gothenburg, SWEDEN

Presentations:

1. **Planning for Resilience- A Comparison of Plans for Sweden, Taiwan and the United States**
Sonny PATEL - Georgia State University, USA; Douglas Eric JORDAN - Liberty University, USA; Travis DETTMER - George C. Marshall European Center for Security Studies, USA; Russel HAMPSEY – Liberty University, USA
2. **How Data Accessibility Amplifies the Knowledge Gap in Civil Protection: Mapping Warning Communication Documentation Across 27 Countries**
Sten TORPAN – University of Tartu, ESTONIA; Bengt JOHANSSON – University of Gothenburg, SWEDEN
3. **A Communication Ethics Approach to Women's Leadership Communication in Crisis and Risk Communication**
Christina MCDOWELL – Cornell University, USA; Jeanne PERSUIT – University of North Carolina Wilmington, USA
4. **Triadic Approach to Strategic Crisis Communication**
Anthony ESEKE – Messiah University, USA

2:30-3:30pm: Closing Plenary & Awards Ceremony (Hendrix St Ctr Ballroom)