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# Brooke Fisher Liu, Ph.D.

## Professor and Associate Dean

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## ACADEMIC APPOINTMENTS

**Associate Dean for Academic Standards and Policies**, Graduate School, University of Maryland, 2020-present

**Professor**, Department of Communication, University of Maryland, 2019-present

**Adjunct Professor**, Queensland University of Technology Business School, 2017-present

**Director of the Risk Communication & Resilience Program**, START, University of Maryland, 2012-2019

**Associate Professor**, Department of Communication, University of Maryland, 2019-2012

**Assistant Professor**, Department of Communication, University of Maryland, 2012-2009

**Assistant Professor**, College of Communication, DePaul University, 2007-2009

**Assistant Professor**, School of Communication, American University, 2006-2007

## EDUCATIONAL BACKGROUND

Ph.D. in Mass Communication, University of North Carolina, Chapel Hill, 2006

M.A. in Journalism, University of Missouri – Columbia, 2003

B.A. in Anthropology and Spanish, Washington University in St. Louis, 2001

## RESEARCH

*\*Current or former University of Maryland graduate student or post-doc; +Current or former undergraduate student*

## Book Chapters

1. **Liu, B. F.**, Jin, Y., \*Austin, L., Kuligowski, E., & Young, C. (in press). Advancing crisis communication effectiveness: Integrating crisis communication and social media scholarship with practice. In Y. Jin, B. Reber, & G. Nowak (Eds.), *Advancing crisis communication effectiveness: Integrating public relations scholarship with practice*. Routledge.
2. \*Page, T. G., **Liu, B. F.**, Roberts, H. S., & \*Egnoto, M. (2019). Risk and crisis communication in schools: Understanding current challenges and opportunities (pp. 249-266). In B. Kar & D. Cochran (Eds.), *Understanding the roles of risk communication in community resilience building*. Routledge. ISBN: 9781138088214
3. **Liu, B. F.**, \*Fraustino, J., & Jin, Y. (2017). Back to basics: Examining key demographics in new media and crisis communication. In S. Duhé (Ed.), *New media in public relations* (3rd. ed., pp. 312-327). Peter Lang. ISBN:1433132737
4. \*Austin, L., \*Fraustino, B. F., Jin, Y., & **Liu, B. F.** (2017). A review of the theoretical landscape in crisis communication and research gaps. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 423-448). Routledge. ISBN:1138812005
5. \*Fowler, B., \*Iles, I., **Liu, B. F.**, Roberts, H. A., \*Petrun, E. L., & Ackerman, G. (2017). Diffusing portable radiation detectors among first responders: Device acceptance and implications for community resilience. In U. Kuman (Ed.), *The Routledge international handbook of psychological resilience* (pp. 424-435). Routledge. ISBN: 9781138954878
6. \*Fraustino, J. D., & **Liu, B. F.** (2017). Toward more audience-oriented approaches to crisis communication and social media research. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 129-140). Routledge. ISBN:1138812005
7. \*Fraustino, J. D., **Liu, B. F.**, & Jin, Y. (2017). Social media use during disasters: A research synthesis and roadmap. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 283-295). Routledge. ISBN:1138812005
8. **Liu, B. F.**, & \*Levenshus, A. B. (2013). Opportunities, challenges, and trends in federal U.S. government communication. In K. Sanders & M. J. Canel (Eds.), *Government communication: Cases and challenges* (pp. 59-78). Bloomsbury. ISBN: 1849665087
9. **Liu, B. F.**, & \*Briones, R. L. (2012). New media, public relations, and terrorism resilience. In S. Duhé (Ed.), *New media in public relations* (3rd ed., pp. 126-133). Peter Lang. ISBN:9781433116278
10. **Liu, B. F.**, Jin, Y., \*Austin, L., & \*Janoske, M. (2012). The social-mediated crisis communication model: Guidelines for effective crisis management in a changing media landscape. In S. Duhé (Ed.), *New media in public relations* (3rd ed., pp. 257-266). Peter Lang. ISBN:9781433116278
11. **Liu, B. F.**, & \*Levenshus, A. B. (2012). Crisis public relations for government communicators. In M. Lee, G. Neeley & K. Stewart (Eds.), *The practice of government public relations* (pp. 101-124). Taylor & Francis. ISBN:1439834652
12. **Liu, B. F.** (2010). Effective public relations in racially charged crises: Not black or white. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 335-358). Blackwell. ISBN:1444361902

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## Editorial Essays

1. **Liu, B. F.**, & \*Iannacone, J. I. (2020). Reflections on editing the journal: Current status and future directions. *Journal of International Crisis and Risk Communication Research*, 3, 137-140. <https://doi.org/10.30658/jicrcr.3.2.1>
2. **Liu, B. F.**, & \*Viens, J. I. (2020). Crisis and risk communication scholarship of the future: Reflections on research gaps. *Journal of International Crisis and Risk Communication Research*, 3, 7-13. <https://doi.org/10.30658/jicrcr.2.1.1>
3. **Liu, B. F.**, & \*Stanley, S. J. (2019). What do reviewers want? Reflections on editing the journal the past year. *Journal of International Crisis and Risk Communication Research*, 2, 291-300. <https://doi.org/10.30658/jicrcr.2.2.6>
4. **Liu, B. F.** (2019). The critical need for crisis and risk communication research. *Journal of International Crisis and Risk Communication Research*, 2, 7-11. <https://doi.org/10.30658/jicrcr.2.1.1>

## Refereed Journal Articles

1. Jin, Y., \*Iles, I., \*Austin, L., **Liu, B. F.**, & Hancock, G. (2020). The infectious disease threat (IDT) appraisal model: How perceptions of IDT predictability and controllability predict individual's responses to risks. *International Journal of Strategic Communication*. Advance online publication. <https://doi.org/10.1080/1553118X.2020.1801691>
2. **Liu, B. F.**, & Mehta, A. (2020). From the periphery and towards a centralized model for trust in government risk and disaster communication. *Journal of Risk Research*. Advance online publication. <https://doi.org/10.1080/13669877.2020.1773516>
3. **Liu, B. F.**, \*Austin, L., Lee, Y-I, Jin, Y., & Kim, S. (2020). Telling the tale: The role of narratives in helping people respond to crises. *Journal of Applied Communication Research*, 48, 328-349. <https://doi.org/10.1080/00909882.2020.1756377>
4. **Liu, B. F.**, Atwell Seate, A., \*Iles, I., & \*Herovic, E. (2020). Eyes of the storm: How citizen scientists contribute to government forecasting and risk communication. *Weather, Climate, and Society*, 12, 263-277. <https://doi.org/10.1175/WCAS-D-19-0131.1>
5. **Liu, B. F.**, \*Iles, I. A., & \*Herovic, E. (2020). Leadership under fire: How governments manage crisis communication. *Communication Studies*, 71, 128-147. <https://doi.org/10.1080/10510974.2019.1683593>
6. **Liu, B. F.**, Seate, A. A., \*Iles, I., & \*Herovic, E. (2020). Tornado warning: Understanding the National Weather Service's communication strategies. *Public Relations Review*, 46, 1-12. <https://doi.org/10.1016/j.pubrev.2019.101879>
7. \*Lim, J. R., **Liu, B. F.**, & \*Egnoto, M. (2019). Cry wolf effect? Evaluating the impact of false alarms on public responses to tornado alerts in the Southeastern United States. *Weather Climate, and Society*, 11, 549-563. <https://doi.org/10.1175/WCAS-D-18-0080.1>

8. \*Lim, J. R., **Liu, B. F.**, \*Egnoto, M., & Roberts, H. (2019). Individuals' religiosity and emotional coping in response to disasters. *Journal of Contingencies and Crisis Management*, 27, 331-345. <https://doi.org/10.1111/1468-5973.12263>
9. **Liu, B. F.**, Xu, S., \*Lim, J. R., & \*Egnoto, M. (2019). How publics' active and passive communicative behaviors affect their tornado responses: An integration of STOPS and SMCC. *Public Relations Review*, 45, 1-13 . <https://doi.org/10.1016/j.pubrev.2019.101831>
10. **Liu, B. F.**, \*Egnoto, M., & \*Lim, J. R. (2019). How mobile home residents understand and respond to tornado warnings. *Weather, Climate, and Society*, 11, 521-534. <https://doi.org/10.1175/WCAS-D-17-0080.1>
11. Zhao, X., Zhan, M., & **Liu, B. F.** (2019). Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influential and followers. *Journal of Contingencies and Crisis Management*, 27, 398-399. <https://doi.org/10.1111/1468-5973.12279>
12. **Liu, B. F.**, \*Fowler, B. M., Roberts, H. A., & \*Herovic, E. (2018). Keeping hospitals operating during disasters through crisis communication preparedness. *Public Relations Review*, 44, 585-597. <https://doi.org/10.1016/j.pubrev.2018.06.002>
13. Otto, P., Mehta, A., & **Liu, B. F.** (2018). Minding the gap: Towards and beyond impact to enhance tropical cyclone risk communication. *Tropical Cyclone Research and Review*, 7, 140-151. <https://doi.org/10.6057/2018TCRR02.05>
14. Wood, M. M., Mileti, D., Sutton, J., Bean, H., **Liu, B. F.**, & \*Madden, S. (2018). Milling and public warnings. *Environment and Behavior*, 50, 535-566. <https://doi.org/10.1177/0013916517709561>
15. \*Zhao, X., \*Zhan, M., & **Liu, B. F.** (2018). Disentangling social media influence in crises: Testing a four-factor model of social media influence with large data. *Public Relations Review*, 44, 549-561. <https://doi.org/10.1016/j.pubrev.2018.08.002>
16. **Liu, B. F.**, \*Fowler, B. M., Roberts, H. A., \*Petrun Sayers, E. L., & \*Egnoto, M. J. (2017). The role of communication in healthcare system and community resilience. *International Journal of Emergency Management*, 13, 305-327. <https://doi.org/10.1504/IJEM.2017.087218>
17. **Liu, B. F.**, Roberts, H. A., \*Petrun Sayers, E. L., Ackerman, G., Smith, D., & \*Iles, I. (2017). Preparing for the worst: Public perceptions of risk management innovations. *Journal of Risk Research*, 20, 1394-1417. <https://doi.org/10.1080/13669877.2016.1153508>
18. \*Egnoto, M. J., Ackerman, G., \*Iles, I., Roberts, H. A., Smith, D., **Liu, B. F.**, & Behlendorf, B. (2017). What motivates the blue line for technology adoption? Insights from a police expert panel and survey. *Policing: An International Journal of Police Strategies & Management*, 40, 306-320. <https://doi.org/10.1108/PIJPSM-03-2016-0031>
19. \*Iles, I., \*Egnoto, M. J., **Liu, B. F.**, Ackerman, G., Roberts, H. A., & Smith, D. S. (2017). Understanding the adoption process of national security technology: An integration of

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diffusion of innovations and volitional behavior theories. *Risk Analysis*, 37, 2246-2259.  
<https://doi.org/10.1111/risa.12771>

20. **Liu, B. F.**, Quinn, S. C., \*Egnoto, M. J., Freimuth, V., & \*Boonchaisri, N. (2017). Public understanding of medical countermeasures. *Health Security*, 15, 1-13.  
<https://doi.org/10.1089/hs.2016.0074>
21. **Liu, B. F.**, Wood, M. M., \*Egnoto, M. J., Bean, H., Sutton, J., Mileti, D., & \*Madden, S. (2017). Is a picture worth a thousand words? The effects of maps and warning messages on how publics respond to disaster information. *Public Relations Review*, 43, 493-506.  
<https://doi.org/10.1016/j.pubrev.2017.04.004>
22. Bean, H., **Liu, B. F.**, \*Madden, S., Sutton, J., Wood, M., & Mileti, D. (2016). Disaster warnings in your pocket: How audiences interpret mobile alerts for an unfamiliar hazard. *Journal of Contingencies and Crisis Management*, 24, 136-147. <https://doi.org/10.1111/1468-5973.12108>
23. Jin, Y., \*Fraustino, J. D., & **Liu, B. F.** (2016). The scared, the outraged, and the anxious: How crisis emotions, involvement, and demographics predict publics' conative coping, *International Journal of Strategic Communication*, 10, 289-308.  
<https://doi.org/10.1080/1553118X.2016.1160401>
24. **Liu, B. F.**, +Bartz, L., & +Duke, N. (2016). Communicating crisis uncertainty: A review of the knowledge gaps. *Public Relations Review*, 42, 479-487.  
<https://doi.org/10.1016/j.pubrev.2016.03.003>
25. **Liu, B. F.**, \*Fraustino, J. D., & Jin, Y. (2016). Social media use during disasters: How information form and source influence intended behavioral responses. *Communication Research*, 43, 626-646. <https://doi.org/10.1177/0093650214565917>
26. Bean, H., Sutton, J., **Liu, B. F.**, \*Madden, S., Wood, M. M., & Mileti, D. (2015). The study of mobile public warning messages: A research review and agenda. *Review of Communication*, 15, 60-80.  
<https://doi.org/10.1080/15358593.2015.1014402>
27. **Liu, B. F.**, \*Fraustino, J. D., & Jin, Y. (2015). How disaster information form, source, type, and prior disaster exposure affect public outcomes: Jumping on the social media bandwagon? *Journal of Applied Communication Research*, 43, 44-65.  
<https://doi.org/10.1080/00909882.2014.982685>
28. \*Petrun, E. L., \*Iles, I., Roberts, H. A., **Liu, B. F.**, & Ackerman, G. (2015). Diffusing controversial technology: Barriers, incentives and lessons learned. *Review of Communication*, 15, 140-160.  
<https://doi.org/10.1080/15358593.2015.1058410>
29. \*Austin, L., **Liu, B. F.**, & Jin, Y. (2014). Examining signs of recovery: How senior crisis communicators define organizational crisis recovery. *Public Relations Review*, 40, 844-846.  
<https://doi.org/10.1016/j.pubrev.2014.06.003>
30. Jin, Y., **Liu, B. F.**, \*Anagondahalli, D., & \*Austin, L. (2014). Scale development for measuring publics' emotions in organizational crises. *Public Relations Review*, 40, 509-518.  
<https://doi.org/10.1016/j.pubrev.2014.04.007>

31. Jin, Y., **Liu, B. F.**, & \*Austin, L. (2014). Examining the role of social media in effective crisis management: The effects of crisis origin, information form, and source on publics' crisis responses. *Communication Research*, 41, 74-94. <https://doi.org/10.1177/0093650211423918>
32. **Liu, B. F.**, & \*Fraustino, J. D. (2014). Beyond image repair: Suggestions for crisis communication theory development. *Public Relations Review*, 40, 543-546. <https://doi.org/10.1016/j.pubrev.2014.04.004>
33. \*Storie, L. K., \*Madden, S., & **Liu, B. F.** (2014). The death of bin Laden: How Russian and U.S. media frame counterterrorism. *Public Relations Review*, 40, 429-439. <https://doi.org/10.1016/j.pubrev.2014.01.009>
34. \*Janoske, M., **Liu, B. F.**, & \*Madden, S. (2013). Experts' recommendations on enacting best practices in risk and crisis communication. *Journal of Contingencies and Crisis Management*, 21, 231-235. <https://doi.org/10.1111/1468-5973.12031>
35. **Liu, B. F.**, Jin, Y., & \*Austin, L. (2013). The tendency to tell: Understanding publics' communicative responses to crisis information form and source. *Journal of Public Relations Research*, 25, 51-67. <https://doi.org/10.1080/1062726X.2013.739101>
36. \*Austin, L., **Liu, B. F.**, & Jin, Y. (2012). How audiences seek out crisis information: Exploring the social-mediated crisis communication model. *Journal of Applied Communication Research*, 40, 188-207. <https://doi.org/10.1080/00909882.2012.654498>
37. Kim, S., & **Liu, B. F.** (2012). Are all crises opportunities? A comparison of how corporate and government organizations responded to the 2009 flu pandemic. *Journal of Public Relations Research*, 24, 69-85. <https://doi.org/10.1080/1062726X.2012.626136>
38. **Liu, B. F.** (2012). Toward a better understanding of nonprofit communication management. *Journal of Communication Management*, 16, 388-404. <https://doi.org/10.1108/13632541211279012>
39. **Liu, B. F.**, Horsley, J. S., & Yang, K. (2012). Overcoming negative media coverage: Does government communication matter? *Journal of Public Administration Research and Theory*, 22, 597-621. <https://doi.org/10.1093/jopart/mur078>
40. **Liu, B. F.**, Jin, Y., \*Briones, R., & \*Kuch, B. (2012). Managing turbulence in the blogosphere: Evaluating the blog-mediated crisis communication model with the American Red Cross. *Journal of Public Relations Research*, 24, 353-370. <https://doi.org/10.1080/1062726X.2012.689901>
41. **Liu, B. F.**, \*Levenshus, A. B., & Horsley, J. S. (2012). Communication practices of U.S. elected and non-elected officials: Toward a new model of government communication. *Journal of Communication Management*, 16, 220-243. <https://doi.org/10.1108/13632541211245785>
42. **Liu, B. F.**, & Pompper, D. (2012). The crisis with no name: Defining the interplay of culture, ethnicity, and race on organizational issues and media outcomes. *Journal of Applied Communication Research*, 39, 1-20. <https://doi.org/10.1080/00909882.2012.654499>



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43. \*Briones, R. L., \*Kuch, B., **Liu, B. F.**, & Jin, Y. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. *Public Relations Review*, 37, 37-43. <https://doi.org/10.1016/j.pubrev.2010.12.006>
  44. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2011). How publics respond to crisis communication strategies: The interplay of information form and source. *Public Relations Review*, 37, 345-353. <https://doi.org/10.1016/j.pubrev.2011.08.004>
  45. **Liu, B. F.**, & Kim, S. (2011). How organizations framed the 2009 H1N1 pandemic via social and traditional media: Implications for U.S. health communicators. *Public Relations Review*, 37, 233-234. <https://doi.org/10.1016/j.pubrev.2011.03.005>
  46. Horsley, J. S., **Liu, B. F.**, & \*Levenshus, A. B. (2010). Comparisons of U.S. government communication practices: Expanding the government communication decision wheel. *Communication Theory*, 20, 269-295. <https://doi.org/10.1111/j.1468-2885.2010.01363.x>
  47. Jin, Y., & **Liu, B. F.** (2010). The blog-mediated crisis communication model: Recommendations for responding to influential external blogs. *Journal of Public Relations Research*, 22, 429-455. <https://doi.org/10.1080/10627261003801420>
  48. **Liu, B. F.** (2010). Distinguishing how elite newspapers and A-list blogs cover crises: Insights for managing crises online. *Public Relations Review*, 36, 28-34. <https://doi.org/10.1016/j.pubrev.2009.10.006>
  49. **Liu, B. F.**, Horsley, J. S., & \*Levenshus, A. B. (2010). Government and corporate communication practices: Do the differences matter? *Journal of Applied Communication Research*, 38, 189-213. <https://doi.org/10.1080/00909881003639528>
  50. **Liu, B. F.**, & \*Levenshus, A. B. (2010). Public relations professionals' perspectives on the communication challenges and opportunities they face in the public sector. *PRism*, 7, 1-13. Retrieved from [http://www.prismjournal.org/fileadmin/Praxis/Files/Journal\\_Files/2010\\_general/Liu\\_Levenshus.pdf](http://www.prismjournal.org/fileadmin/Praxis/Files/Journal_Files/2010_general/Liu_Levenshus.pdf)
  51. **Liu, B. F.** (2009). An analysis of U.S. government and media disaster frames. *Journal of Communication Management*, 13, 268-283. <https://doi.org/10.1108/13632540910976707>
  52. **Liu, B. F.** (2008a). From aspiring presidential candidate to accidental racist? An analysis of Senator George Allen's image repair during his 2006 reelection campaign. *Public Relations Review*, 34, 331-333. <https://doi.org/10.1016/j.pubrev.2008.06.002>
  53. **Liu, B. F.** (2008b). Online disaster preparation: An evaluation of state emergency management websites. *Natural Hazards Review*, 9, 44-48. [https://doi.org/10.1061/\(ASCE\)1527-6988\(2008\)9:1\(43\)](https://doi.org/10.1061/(ASCE)1527-6988(2008)9:1(43))
  54. **Liu, B. F.** (2007a). Communicating with Hispanics about crises: How counties produce and provide Spanish-language disaster information. *Public Relations Review*, 33, 330-333. <https://doi.org/10.1016/j.pubrev.2007.04.001>

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55. **Liu, B. F.** (2007b). President Bush's major post-Katrina speeches: Enhancing image repair discourse theory applied to the public sector. *Public Relations Review*, 33, 40-48.  
<https://doi.org/10.1016/j.pubrev.2006.11.003>

56. **Liu, B. F.**, & Horsley, J. S. (2007). The government communication decision wheel: Toward a public relations model for the public sector. *Journal of Public Relations Research*, 19, 377-393.  
<https://doi.org/10.1080/10627260701402473>

## Invited Talks

1. **Liu, B. F.** (2020, June). Social media and crisis communication research panel. Wayne State Summer Doctoral Seminar on Health, Risk, and Crisis Communication, Detroit, MI, Webinar.
2. **Liu, B. F.** (2020, May). Risk and crisis communication: Overview of key research findings and future directions for the field. Department of Strategic Communication, Lund University, Lund, Sweden, Webinar.
3. **Liu, B. F.**, & Atwell Seate, A. (2020, January). How forecasters decide to warn: Insights on tornado risk communication. Webinar for NWS forecasters in the Southeast U.S.
4. **Liu, B. F.** (2018, November). Changing crises, changing media: Tracking lessons for effective social media crisis communication. Research seminar at Mid Sweden University, The Department of Media and Communication Science, Sundsvall, Sweden.
5. **Liu, B. F.** (2018, September). Safe and sound? How social and mobile media contribute to public safety during disasters. Research presented as part of the Centre for Media and Communication Research Speaker Series, School of Communication, Hong Kong Baptist University, Hong Kong.
6. **Liu, B. F.** (2018, November). The impact of effective crisis communication leadership. Research seminar at the Swedish Civil Contingencies Agency (MSB), Stockholm, Sweden.
7. **Liu, B. F.** (2018, August). How to use your time in graduate school to prepare for a successful career. Public Relations Division's Graduate Student Brunch, Association for Education in Journalism and Mass Communication, Washington, DC.
8. **Liu, B. F.**, & Mehta, A. (2018, July). How meteorologists decide to warn communities during natural hazards. Bureau of Meteorology, Melbourne, Australia.
9. **Liu, B. F.** (2018, June). Changing crisis, changing media: Re-assessing and extending the knowledge base on effective crisis communication in digital, social and visual media environments. Expert Meeting on the Protection of Soft Targets. Swedish Civil Contingencies Agency (MSB), Stockholm, Sweden. [Liu participated via webinar]
10. **Liu, B. F.** (2018, April). Do you want to combat terrorism? How persuasive risk communication protects and motivates the public. The Conflict Conference, Austin, TX. *Keynote Presentation*.
11. **Liu, B. F.** (2018, February). Comprehensive testing of imminent threat public messages for mobile devices. FEMA National Capital Region Wireless Emergency Alerts Working Group Call, Webinar.



12. **Liu, B. F.** (2017, December). Presenter for the National Academies of Sciences' Webinar on Future Directions for Emergency Alert and Warning Systems.
13. **Liu, B. F.** (2017, December). Comprehensive testing of imminent threat public messages for mobile devices. FEMA Integrated Public Alert and Warning System (IPAWS) Future Technologies Working Group, Webinar.
14. **Liu, B. F.** (2017, November). Advancing understanding of tornado warnings, false alarms, and complacency. NOAA Verification of the Origins of Rotation in Tornadoes EXperiment-Southeast (VORTEX-SE) Meeting, Huntsville, AL.
15. **Liu, B. F.** (2017, November). How forecasters decide to warn: Insights on tornado risk communication from the Southeast U.S. NOAA Verification of the Origins of Rotation in Tornadoes EXperiment-Southeast (VORTEX-SE) Meeting, Huntsville, AL.
16. **Liu, B. F., & Iles, I.** (2017, October). Managing chaos through crisis communication leadership. Future Incident Scene and Future First Responder Seminar, Embassy of Sweden, Washington, DC.
17. **Liu, B. F.** (2017, April). How prepared are Maryland schools for crises? Current challenges and opportunities. Maryland State Department of Education and State Department of Health and Mental Hygiene, Baltimore, MD.
18. **Liu, B. F.** (2017, April). There's no place like home: How Southeast U.S. residents respond to tornado risk communication. Paper presented as part of the University of Georgia Department of Advertising and Public Relations Speaker Series.
19. **Liu, B. F.** (2017, March). Balancing the scales: How mobile home residents respond to tornado risk. National Oceanic and Atmospheric Administration, Silver Spring, MD.
20. **Liu, B. F.** (2016, December). Learning from examples of supporting social and behavioral science research. National Academy of Sciences meeting on Advancing Social and Behavioral Science Research within the Weather Enterprise, Washington, DC.
21. **Liu, B. F.** (2016, December). Communicating crisis messages that motivate protective action taking. Embassy of Sweden, Washington, DC.
22. **Liu, B. F.** (2016, November). Not in Kansas anymore: Understanding what motivates Southeast U.S. publics to respond to tornado warnings. Paper presented as part of Messiah College's Culture Connect lecture series.
23. **Liu, B. F.** (2016, October). Not in Kansas anymore: How publics' active and passive communicative behaviors affect tornado responses. Paper presented as part of the University of North Carolina School of Media and Journalism Mary Junck Research Colloquium.
24. **Liu, B. F.** (2016, September). Public response to Wireless Emergency Alerts. National Academy of Sciences meeting on the Future of Emergency Alert and Warning Systems, Washington, DC.
25. **Liu, B. F., & Roberts, H. A.** (2016, October). Are you ready to lead during a crisis? Maryland State Education Association Conference, Ocean City, MD.

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26. **Liu, B. F.** (2016, September). Risk communication under imminent threat: Public understanding of medical countermeasures. RAND Corporation, Arlington, VA.
  27. **Liu, B. F.** (2016, July). Understanding the adoption process of national security technology. Joint Staff's Strategic Multi-Layer Assessment Speaker Series, Teleconference.
  28. **Liu, B. F.** (2016, June). Risk communication & resilience: Insights on people's behaviors in response to severe threats. CREATE-TSA Symposium: Risks to Transportation Security, Washington, DC.
  29. **Liu, B. F.** (2016, March). Communicating crisis and risk messages that motivate resilience. Keynote presentation at the International Crisis & Risk Communication Conference, Orlando, FL. *Keynote Presentation.*
  30. **Liu, B. F.** (2015, June). The roles of social and mobile media in community response and recovery. Bushfire and Natural Hazards Cooperative Research Centre, Melbourne, Australia. *Inaugural Public Lecture.*
  31. **Liu, B. F.** (2015, June). The roles of social and mobile media in community response and recovery. Emergency Media and Public Affairs Conference, Sydney, Australia.
  32. **Liu, B. F.** (2015, May). Research insights about emergency notifications. Washington Metropolitan Council of Governments' Personal Preparedness Initiative Seminar, Washington, DC.
  33. **Liu, B. F.** (2015, February). Social media: Implications for crisis and emergency risk communication. Joint Research Workshop on Understanding Public Attitudes and Behaviors Related to Vaccines, Tel Aviv University, Tel Aviv, Israel.
  34. **Liu, B. F.** (2014, October). Comprehensive testing of imminent threat public messages for mobile devices. Communication, Security, Reliability, and Interoperability Council (CSRIC), a working group sponsored by the Federal Communications Commission, Webinar.
  35. **Liu, B. F.** (2014, October). U.S.-China Young Scientist Forum on Disaster Resilience. U.S. State Department, Washington, DC.
  36. **Liu, B. F.** (2014, September). Crisis and emergency communication. Rockefeller Foundation, New York, NY.
  37. **Liu, B. F.** (2014, July). Risk communication and resilience: Preparing the public for disasters and emergencies. Joint Staff's Strategic Multi-Layer Assessment Speaker Series, Teleconference.
  38. **Liu, B. F.** (2013, November). Social media use during disasters: Implications for health and risk communication. Center for Media + Health Symposium, Richmond, VA.
  39. **Liu, B. F.** (2013, November). Building connections with U.S. federal agencies: Perspectives from officials, faculty, and graduate students. Panel presentation at the National Communication Association Conference, Washington, DC.

40. **Liu, B. F.** (2013, November). START resilience & risk communication research brownbag. Department of Homeland Security Science and Technology Directorate, Washington, DC.
41. **Liu, B. F.** (2013, November). START resilience and risk communication research brownbag. Communication, Security, Reliability, and Interoperability Council (CSRIC), a working group sponsored by the Federal Communications Commission, Webinar.
42. **Liu, B. F.** (2013, October). START resilience and risk communication update: Findings from social media use during disasters and training in risk and crisis communication projects. FEMA CBRNE Nuclear Radiation Communications Working Group, Webinar.
43. **Liu, B. F.** (2013, July). Identification of key knowledge gaps in social media use during disasters: Social media use. National Geospatial-Intelligence Agency and the Department of Homeland Security Science and Technology Workshop, Springfield, VA.
44. **Liu, B. F.** (2013, February). For what hazards and protective actions is geotargeting most needed? National Academy of Sciences Workshop on Geotargeted Alerts and Warnings, Washington, DC.
45. **Liu, B. F.** (2012, November). The role of social media in countering terrorism. Public Safety Canada Opening Conference for the Kanishka Project, Toronto, Canada.
46. **Liu, B. F.** (2012, May). Building resilient communities: The role of social media during an improvised nuclear device attack. National Improvised Nuclear Device Response and Recovery Forum, Washington, DC.
47. **Liu, B. F.** (2011, October). Building resilient communities: The role of social media. Department of Homeland Security Community Resilience Workshop, Rockville, MD.
48. **Liu, B. F.** (2006, April). Effective crisis communication for special needs populations. University of North Carolina Workshop on Effective Crisis Communication, Chapel Hill, NC.
49. **Fisher, B. A.** (2005, February). Crisis management and natural disasters: The Hispanic audience. The 15th Festival of Legal Learning at the University of North Carolina, Chapel Hill, NC.

## Refereed Presentations

1. Mehta, A. M., **Liu, B. F.**, Tyquin, E., & Tam, L. (2020, May). Misinformation and crisis: The 2020 challenge for communicators. International Communication Association Pre-conference, Brisbane, Australia (Conference canceled).
2. \*Stanley, S. J., \*Yan, Y., \*Chatham, A., Atwell Seate, A., & **Liu, B. F.** (2020, April). *How the National Weather Service builds relationships with core partners: Coordinating across multiple partners to communicate uncertain scientific information.* Eastern Communication Association Convention, Baltimore, MD. **Top Competitive Paper in Applied Communication.** (Conference canceled)
3. Iles, I., Rausch, P., Stanley, S. J., Quarles, B., **Liu, B. F.**, & Kline, J. (2020, March). Effective risk communication for public health emergencies: Understanding public reactions to treatment uncertainties. International Crisis and Risk Communication Conference, Orlando, FL.

4. **Liu, B. F.**, Jin, Y., \*Austin, L., Kuligowski, E., & Young, C. (2020, March). Advancing crisis communication effectiveness: Integrating crisis communication and social media scholarship with practice. International Crisis and Risk Communication Conference, Orlando, FL.
5. Mehta, A., Taboada, M., Liuzzo, C., Bradly, L., **Liu, B. F.**, Dootson, P. (2020, March). A local lens on risk communication about severe weather. International Crisis and Risk Communication Conference, Orlando, FL.
6. Atwell Seate, A., **Liu, B. F.**, Hawblitzel, D., \*Iles, I., & \*Hervoic, E. (2019, September). To warn or not to warn? Understanding National Weather Service forecasters' tornado warning philosophies. Research presented at the National Weather Association Meeting, Huntsville, AL.
7. **Liu, B. F.**, Atwell Seate, A., \*Iles, I., & \*Herovic, E. (2019, September). How forecasters decide to warn: Insights on tornado risk communication in the Southeast United States. Research presented at the National Weather Association Meeting, Huntsville, AL.
8. **Liu, B. F.**, Atwell Seate, A., \*Iles, I., & \*Herovic, E. (2019, May). #TornadoWarning: Understanding the National Weather Service's tornado communication strategies. Paper presented at the International Communication Association Conference, Washington, D.C.
9. \*Iles, I. A., Jin, Y., \*Austin, L., **Liu, B. F.**, & Hancock, G. (2019, April). Coping with outbreaks: Towards an infectious disease threat (IDT) appraisal model for risk communication. Paper presented at the D.C. Conference on Health Communication, Fairfax, VA.
10. \*Herovic, E., **Liu, B. F.**, \*Iles, I., & Seate, A. A. (2019, March). Decision making under uncertainty: How National Weather Service forecasters decide to warn. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
11. Lu, X., Jin, Y., Eaddy, L., \*Austin, L., **Liu, B. F.**, & van der Meer, T. (2019, March). Crisis information vetting in social-mediated crisis and risk communication: A conceptual framework. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
12. Nowak, G. J., Greenwell, M., & **Liu, B. F.** (2019, March). Effectively addressing opioid drug use and misuse: Identifying the crisis and risk communication challenges and opportunities. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
13. \*Herovic, E., **Liu, B. F.**, \*Iles, I., & Seate, A. A. (2019, March). Decision making under uncertainty: How National Weather Service forecasters decide to warn. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
14. Lu, X., Jin, Y., Eaddy, L., \*Austin, L., **Liu, B. F.**, & van der Meer, T. (2019, March). Crisis information vetting in social-mediated crisis and risk communication: A conceptual framework. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
15. Nowak, G. J., Greenwell, M., & **Liu, B. F.** (2019, March). Effectively addressing opioid drug use and misuse: Identifying the crisis and risk communication challenges and opportunities.

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Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.

16. **Liu, B. F.**, Seate, A. A., \*Iles, I., & \*Herovic, E. (2019, January). The evolving weather service: Building resilient communities through partner relationships and decision support. Research presented at the annual meeting of the American Meteorological Society, Phoenix, AZ.
17. \*Austin, L. Jin, Y., **Liu, B. F.**, & Kim, S. (2018, October). Understanding public response to infectious disease threats: How emotional coping drives information seeking and protective action taking behaviors in public health crises. Paper presented at the 7th European Communication Conference (ECC). Lugano, Switzerland.
18. \*Austin, L., **Liu, B. F.**, Kim, S., & Jin, Y. (2018, August). Exploring differences in crisis literacy and efficacy on behavioral responses during infectious disease outbreaks. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC.
19. \*Austin, L., **Liu, B. F.**, Jin, Y., & Kim, S. (2018, July). How publics respond during infectious disease outbreaks: Blame and information seeking. Paper presented at the International Public Relations Research Symposium. Bled, Slovenia.
20. \*Austin, L., Jin, Y., **Liu, B. F.**, & Kim, S. (2018, May). Coping with outbreaks: Towards an infectious disease threat appraisal model for risk communication. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
21. \*Fowler, B., **Liu, B. F.**, & \*Herovic, E. (2018, May). Managing up and fostering humility in internal crisis communication. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
22. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2018, March). Telling the tale: The role of narrative persuasion in helping people respond to crises. Paper presented at the International Crisis and Risk Communication Conference, Orlando, FL.
23. Mehta, A., **Liu, B. F.**, & Tam, L. (2018, March). Perspectives from the trenches: How Australian risk communicators see themselves. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
24. \*Petrun Sayers, E., **Liu, B. F.**, Duncan, B., & Pechta, L. (2018, March). Research boundary spanning: Understanding crisis communication collaborations across government, academic, non-profit, and international organizations. Panel presentation at the International Crisis and Risk Communication Conference, Orlando, FL.
25. \*Zhao, X., \*Zhan, M., \*Lim, J. K., & **Liu, B. F.** (2018, March). How do social media influentials gain influence in different types of crises? Examining influentials in eight organizations with Twitter big data. Research presented at the International Public Relations Research Conference, Orlando, FL.
26. **Liu, B. F.** (2017, May). State of strategic environmental communication: Research gaps in risk and crisis communication. Opening panel for the pre-conference on Strategic Environmental Communication and Exploration of Research in Crisis, Risk, and Disaster. International Communication Association Conference, San Diego, CA.

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27. **Liu, B. F.**, \*Fowler, B., Roberts, H. A., & \*Herovic, E. (2017, May). Keeping hospitals operating during disasters through crisis communication preparedness. Paper presented at the International Communication Association Conference, San Diego, CA.
  28. \*Lim, J. K., **Liu, B. F.**, Roberts, H. A., & \*Egnoto, M. J. (2017, May). Publics' emotional and religious coping in response to disasters. Paper presented at the International Communication Association Conference, San Diego, CA.
  29. **Liu, B. F.**, Roberts, H. A., \*Egnoto, M. J., & \*Lim, J. K. (2017, March). There's no place like home: How mobile home residents understand and respond to tornado warnings. Paper presented at the International Crisis and Risk Communication Conference, Orlando, FL.
  30. **Liu, B. F.**, & Mehta, A. (2017, March). The trust factor: Towards a comprehensive model for trust in crisis communication. Research presented at the International Crisis and Risk Communication Conference, Orlando, FL.
  31. \*Page, T., **Liu, B. F.**, Roberts, H. A., & \*Egnoto, M. J. (2017, March). Crisis communication in schools: Understanding current challenges and opportunities. Paper presented at the International Crisis and Risk Communication Conference, Orlando, FL.
  32. **Liu, B. F.** (2016, August). Fostering community disaster resilience: The role of journalism and media. Panel presentation at the Association for Journalism and Mass Communication Conference, Minneapolis, MN.
  33. **Liu, B. F.**, +Bartz, L., & +Duke, N. (2016, March). Communicating crisis uncertainty: A review of the knowledge gaps. Paper presented at the Eastern Communication Association Conference, Baltimore, MD.
  34. \*Egnoto, M. J., \*Iles, I., Roberts, H. A., Smith, D., & **Liu, B. F.** (2015, December). Adoption preferences of law enforcement for programmatic innovations. Paper presented at the Society for Risk Analysis annual meeting, Arlington, VA.
  35. \*Iles, I., **Liu, B. F.**, Ackerman, G., \*Egnoto, M. J., Roberts, H. A., & Smith, D. (2015, December). What drives mass public adoption of new security technology? Lessons learned from two surveys. Paper presented at the Society for Risk Analysis Annual Meeting, Arlington, VA.
  36. **Liu, B. F.**, Roberts, H. A., \*Fowler, B., \*Egnoto, M. J., & \*Petrun, L. (2015, November). Too big to fail? The role of communication in hospital system and community resilience. Paper presented at the National Communication Association Conference, Las Vegas, NV.
  37. \*Bermejo, J. J., \*Petrun, E. L., \*Madden, S., \*Tills, C., & **Liu, B. F.** (2015, May). Far-right extremist online discussions of government actions. Paper presented at the International Communication Association Conference, San Juan, Puerto Rico.
  38. Jin, Y., \*Fraustino, J. D., & **Liu, B. F.** (2015, May). The scared, the outraged, and the anxious: How crisis emotions, involvement, and demographics predict publics' conative coping. Paper presented at the International Communication Association Conference, San Juan, Puerto Rico.  
***Top Five Faculty Paper in Public Relations.***



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39. \*Austin, L., Jin, Y., & **Liu, B. F.** (2015, March). Crisis information generation and spread: Examining the influence of traditional and social media in crisis response and recovery. Paper presented at the International Public Relations Research Conference, Miami, Florida. **\*Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media.**
  40. Bean, H., **Liu, B. F.**, \*Madden, S., Sutton, J., Wood, M., & Mileti, D. (2014, November). Disaster warnings in your pocket: A qualitative study of how audiences interpret wireless emergency alerts. Paper presented at National Communication Association Conference, Chicago, IL.
  41. Bean, H., Sutton, J., **Liu, B. F.**, \*Madden, S., Wood, M., & Mileti, D. (2014, November). The study of mobile public warning messages: A research review and agenda. Paper presented at the National Communication Association Conference, Chicago, IL.
  42. \*Fraustino, J. D., **Liu, B. F.**, & Jin, Y. (2014, August). Refining the social-mediated crisis communication model: Expanding understanding of cognitive and affective disaster responses. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
  43. \*Fraustino, J. D., **Liu, B. F.**, & Jin, Y. (2014, April). Social media use during disasters: A research synthesis and roadmap. Paper presented at the Eastern Communication Association Conference, Providence, RI.
  44. \*Austin, L., **Liu, B. F.**, & Jin, Y. (2013, August). Examining signs of recovery: How senior crisis communicators define organizational recovery. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC. **\*Outstanding Public Relations Poster Award (1<sup>st</sup> Place).**
  45. \*Fraustino, J. D., \*Madden, S., & **Liu, B. F.** (2013, August). A complexity approach to teaching crisis management: Crisis event simulation in the public relations classroom. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC. **\*2<sup>nd</sup> Place Paper Award, Wilcox Teaching Research Paper Competition, Public Relations Division.**
  46. \*Janoske, M., **Liu, B. F.**, & \*Madden, S. (2012, August). Enacting best practices in risk communication: Analysis of an expert panel. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
  47. **Liu, B. F.** (2011, August). Let's talk about vaccines: Expert thoughts on reframing the debate. Panel presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.
  48. **Liu, B. F.**, & \*Levenshus, A. B. (2011, August). Nearly a decade after September 11: Navigating current and future counterterrorism communication research. Paper presented at Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.
  49. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2011, May). How audiences respond to crisis communication strategies: The interplay of information form and source. Paper presented at the International Communication Association Conference, Boston, MA.

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50. Jin, Y., **Liu, B. F.**, & \*Austin, L. (2011, March). The effects of crisis attribution, information form, and source on publics' crisis responses: Examining the role of social media in effective crisis management. Paper presented at the International Public Relations Research Conference, Miami, FL.
  51. **Liu, B. F.**, & Pompper, D. (2011, March). The crisis with no name: On theorizing the interplay of ethnicity, race, and culture on organizational issues and media outcomes. Paper presented at the International Public Relations Research Conference, Miami, FL.
  52. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2010, October). How publics use social media to communicate during crises: Proposing the social-mediated crisis communication model. Paper presented at the Educators Academy Public Relations Society of America Conference, Washington, DC.
  53. **Liu, B. F.**, & \*Austin, L. (2010, August). The social-mediated crisis communication model: Investigating the characteristics and effectiveness of social media in environmental health communications. Centers for Disease Control and Prevention's National Conference for Health Communication, Marketing, and Media, Atlanta, GA.
  54. **Liu, B. F.**, \*Levenshus, A. B., & Horsley, J. S. (2010, August). Bureaucrats, politicians, and communication practices: Toward a new model of government communication. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Denver, CO.
  55. \*Kuch, B., \*Briones, R., **Liu, B. F.**, & Jin, Y. (2010, June). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. Paper presented at the International Communication Association Conference, Singapore.
  56. Horsley, J. S., **Liu, B. F.**, & \*Levenshus, A. B. (2009, August). Expanding the government communication decision wheel with four levels of government. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Boston, MA.
  57. Jin, Y., & **Liu, B. F.** (2009, August). Strategic responses to influential external blogs: A model for managing blog-mediated crisis communication. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Boston, MA.
  58. **Liu, B. F.**, Horsley, J. S., & \*Levenshus, A. B. (2009, May). Public relations practitioners in the public and private sectors: Peas in a pod or polar opposites? Paper presented at the International Communication Association Conference, Chicago, IL. ***\*3rd Place Faculty Paper Award, Public Relations Division.***
  59. **Liu, B. F.** (2008, October). Government and corporate communicators: Peas in a pod or polar opposites? City-County Communications and Marketing Association Conference, Tahoe, NV.
  60. **Liu, B. F.** (2008, August). Distinguishing elite newspaper and A-list blog crisis coverage: A primer for public relations practitioners and academics. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
  61. **Liu, B. F.**, & \*Levenshus, A. B. (2008, May). Testing the government communication decision wheel: Toward a new theory of government public relations. Paper presented at the International Communication Association Conference, Montreal, Canada.

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62. **Liu, B. F.** (2007, August). From aspiring presidential candidate to accidental racist? An analysis of Senator George Allen's damage control during his 2006 re-election campaign. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC.
  63. **Liu, B. F.** (2007, August). Framing emergency management communication: How to generate media coverage for disaster messages. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC. **\*Outstanding Poster Award (3<sup>rd</sup> Place), Public Relations Division.**
  64. **Liu, B. F.** (2007, May). Emergency management websites: Do they work? Maryland Emergency Management Association Director's Conference, Ocean City, MD.
  65. **Liu, B. F.** (2006, November). Emergency management websites: Do they work? International Association of Emergency Managers Conference, Orlando, FL.
  66. **Liu, B. F.** (2006, August). Going public to restore a tarnished image: A content analysis of President Bush's major post-Katrina speeches. Paper presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.
  67. **Fisher, B. A.** (2005, May). The ethical foundation of PR: An analysis of public relations firms' codes of ethics. Paper presented at the International Communication Association Conference, New York, NY.
  68. **Fisher, B. A.** (2005, April). People, not profits: Crisis communication in the public sector. International Academy of Business Disciplines Mini-Conference on Crisis Communication Management, Pittsburgh, PA.
  69. **Fisher, B. A., & Horsley, J. S.** (2005, March). From propagandists to professionals: Modeling public relations in the public sector. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Athens, GA.
  70. **Fisher, B. A.** (2004, May). Creating a cultural bridge: Analyzing the role and function of bilingual media. Paper presented at the International Communication Association Conference, New Orleans, LA.
  71. **Fisher, B. A.** (2004, March). Mixed speech and the First Amendment: Analyzing Supreme Court decisions. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Tampa, FL.
  72. **Fisher, B. A.** (2004, September). Identifying bilingual media newspaper readers: Research method selection and effectiveness. Paper presented at the National Newspaper Association Convention, Denver, CO.
  73. **Fisher, B. A.** (2003, May). Ethics of target marketing: Process, product or target? Paper presented at the International Communication Association Conference, San Diego, CA.

## Workshops Developed

1. Instructor and Content Co-Developer, *Designing Effective Risk and Warning Communication*. Australian Institute for Disaster Resilience Clinics, 2017.
2. Instructor and Content Developer, *Risk and Crisis Communication: Handling the Media*. U.S. Department of State Antiterrorism Assistance Program, 2016.
3. Instructor and Content Developer, *Communicating in an Emergency*. Maryland Municipal League, 2015.
4. Instructor and Content Developer, *Emergency Management: An Introduction*. Center for Talented Youth at the Johns Hopkins University and the National Consortium for the Study of Terrorism and Responses to Terrorism Odyssey Workshop: Terrorism and International Security, 2014.
5. Instructor and Content Developer, *Counterterrorism and International Security*. Center for Talented Youth at the Johns Hopkins University and the National Consortium for the Study of Terrorism and Responses to Terrorism Odyssey Workshop: Terrorism and International Security, 2011
6. Instructor and Content Developer, *Crisis Communication Management*. University of Maryland China Initiative, 2010.

## EXTERNAL FUNDING

1. Co-Principal Investigator, "How Should Forecasters Warn about Tornadoes? Providing a Scientifically-validated Risk Communication Toolkit for the National Weather Service." National Oceanic and Atmospheric Administration (NOAA): \$371,382. September 2020-August 2022. Award No. NA20OAR4590454 [PI Anita Atwell Seate; Co-PIs Ji Youn Kim & Daniel Hawblitzel]
2. Principal Investigator, "How Forecasters Decide to Warn: Insights on Tornado Risk Communication from the Southeast U.S." National Oceanic and Atmospheric Administration (NOAA): \$282,206. September 2017-August 2019. Award No. NA17OAR4590194 [Co-PI Anita Atwell Seate]
3. Co-Principal Investigator, "Collaborative Research: RIPS Type 2: Quantifying Disaster Resilience of Critical Infrastructure-based Societal Systems with Emergent Behavior and Dynamic Interdependencies." National Science Foundation (NSF): \$1,652,456 to the University of Maryland and \$1,047,227 to Johns Hopkins University: September 2014-August 2019. Award No. EFRI1441224 [PI: Elise Miller Hooks; Co-PI: Matthew Green; Co-PI: Judy Mitrani-Reiser; Co-PI: Joanne Nigg]
4. Principal Investigator, "Developing Crisis Leadership." U.S. Department of Homeland Security (DHS): \$91,580. July 2017-May 2018. Award No. 2012ST061CS0001
5. Researcher, "Computational Modeling of Grievances and Political Instability through Global Media." National Science Foundation (NSF): \$2,594,533. September 2014-August 2018. Award No. SES1343123 [PI: Gary LaFree]

6. Principal Investigator, "Towards an Understanding of Explosive Detection Technology Adoption: A National Multi-stakeholder Investigation." U.S. Department of Homeland Security (DHS): \$131,643. May 2016-June 2017. Award No. 2012ST061CS0001
7. Principal Investigator, "Complacency and False Alarms in Tornado Affected Communities." National Oceanic and Atmospheric Administration (NOAA): \$199,570. October 2015-September 2017. Award No. NA15OAR4590237
8. Principal Investigator, "School Emergency Public Information and Warning/Information Sharing." Centers Control for Disease and Prevention via the Maryland Department of Health and Mental Hygiene: \$142,601. October 2015-January 2017. Award No. M00B6400311 [Co-PI: Holly Roberts]
9. Co-Principal Investigator, "E-VERIFY: Enhancements to the Capability Development Framework (CDF) Mapping and Threat and Hazard Identification and Risk Assessment (THIRA) Process." U.S. Department of Homeland Security (DHS): \$376,476. June 2015-March 2016. Award No. HSHQDC14J00542 [PI: Steve Sin; Co-PI Marcus Boyd]
10. Co-Principal Investigator, "Mobile Radiation Detectors: Threat Perception and Device Acceptance." Defense Advanced Special Projects Agency (DARPA): \$440,518, March 2014-February 2015. Award No. W911NF1410178 [PI: Gary Ackerman; Co-PI: Elizabeth L. Petrun]
11. Principal Investigator, "E-VERIFY: Comprehensive Testing of Imminent Threat Public Messages for Mobile Devices." U.S. Department of Homeland Security (DHS): \$1,143,319, June 2012-June 2015. Award No. HSHQDC12J00145 [Co-PIs: Hamilton Bean, Marcus Boyd, and Michele Wood]
12. Principal Investigator, "Social Media Use during Disasters." U.S. Department of Homeland Security (DHS): \$165,000. July 2012-October 2013. Award No. 2012ST061CS0001
13. Co-Principal Investigator, "Center for the Study of Terrorism and Behavior (CSTAB) - Lead Project 2.7." U.S. Department of Homeland Security (DHS): \$17,681. July 2012-June 2013. Award No. 2012ST061CS0001 [PI: Gary LaFree]
14. Co-Principal Investigator, "Effective Risk Communication." U.S. Department of Homeland Security (DHS): \$542,556. August 2011-August 2013. Award No. HSHQDC11J00298 [PI: Katherine Izsak]
15. Researcher, "Terrorist Countermeasures" portion of "Creation and Analysis of an Integrated U.S. Security Database (IUSSD)" project. U.S. Department of Homeland Security (DHS): \$1,341,651. November 2009-August 2012. Award No. 2009ST108LR0003 [PI: Gary LaFree]
16. Principal Investigator, "Public Relations Leaders in the Public and Private Sectors: Peas in a Pod or Polar Opposites?" Plank Center for Leadership in Public Relations: \$9,937, September 2007-September 2008. [Co-PI: Suzanne Horsley]

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17. Principal Investigator, "Crisis in the Homeland: State Government Communication with Hispanics during Disasters." Grant from the Arthur W. Page Center for Integrity in Public Communication: \$6,000, May 2005-May 2006.

## INTERNAL COMPETITIVE FUNDING

1. Principal Investigator, "Universities' Coronavirus Crisis Management: Challenges, Opportunities, and Initial Lessons Learned." University of Maryland Coronavirus Research Seed Program: \$10,000, April 2020-October 2020.
2. Co-Principal Investigator, "What Type of Talk is Cheap? Dyadic Discourse in Political Violence." University of Maryland ADVANCE Program for Interdisciplinary and Engaged Research: \$20,000, April 2013-April 2014. [PI: Laura Dugan]
3. Principal Investigator, "Managing Racially-charged Crises: Perspectives from the Trenches." University of Maryland's Qualitative Research Interest Group: \$4,000, December 2009-May 2011.

## HONORS & Awards

**ADVANCE Leadership Fellow**, 2020-2021

**Top Competitive Paper** in Applied Communication, Eastern Communication Association Conference (Conference canceled due to the COVID-19 pandemic), 2020.

**Inaugural Outstanding Service Award**, Department of Communication, University of Maryland, 2017

**Top Five Faculty Paper Award**, International Communication Association Public Relations Division, Research Competition, 2015.

**Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media**, International Public Relations Research Conference, 2015.

**Second Place Paper Award**, Association for Education in Journalism & Mass Communication (AEJMC) PR Division, Wilcox Teaching Research Paper Competition, 2013.

**1st Place Outstanding Poster Award**, AEJMC PR Division, Research Competition, 2013.  
**Third Place Faculty Paper Award**, AEJMC PR Division, Research Competition, 2009.

**3rd Place Outstanding Poster Award**, AEJMC PR Division, Research Competition, 2007.  
**Top Graduate Student Paper Award**, Natural Hazards Center, Research Competition, 2006.

**Minnie S. and Eli A. Rubenstein Research Award**, UNC Chapel Hill School of Journalism and Mass Communication: \$800 for dissertation research, 2006.

**Top Paper Award**, AEJMC Southeast Colloquium Open Division, Research Competition, 2005.



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**Roy H. Park Ph.D. Fellowship**, UNC Chapel Hill School of Journalism and Mass Communication, full tuition, annual living stipend, and research/travel stipend, 2003-2006.

## TEACHING, MENTORING, AND ADVISING

### Courses Taught

**Crisis Communication** (COMM 427), fall 2014, spring 2014, fall 2017, fall 2019, spring 2020, fall 2020

**Crisis Communication** (COMM 739C), spring 2016

**Crisis Communication: Honors Seminar** (COMM 427H), spring 2017

**Introduction to Graduate Study in Communication** (COMM 700), fall 2013

**Introduction to Public Relations** (COMM 201), fall 2018, fall 2019

**Risk and Crisis Communication** (COMM 698C), spring 2019

### Teaching Innovations

Co-Developer, Trainer, and Social Science Expert (2018-present), Risk communication module of the **National Oceanic and Atmospheric Administration's (NOAA) Science and Operations Officer Development Course and Warning Coordination Meteorologist Development Course**. Part of a two-week training session for NOAA managers from across the country.

Co-Developer and Lead Instructor, **Training in Risk and Crisis Communication (TRACC) Program**. A FEMA-accredited, social science-based training program for emergency managers and other risk communicators, 2014-present.

Faculty Lead, **Risk Communication & Resilience Research Stream, First-Year Innovation and Research Experience (FIRE)**. Selected as one of seven inaugural faculty-led research teams to provide inquiry-based experiences and broad personal and academic mentorship for approximately 25 first-year students and four peer educators each semester, 2014-present.

Co-Developer and Director, **Training in Risk and Crisis Communication (TRACC) Program** (2014-present). A FEMA-accredited, social science-based training program for emergency managers and other risk communicators.

### Advising: Undergraduate

Ezra Allswang, honors thesis committee chair, 2016-2017

Caitlin Smith, honors comprehensive examination committee chair, 2017-2018

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Skye Haynes, honors thesis committee member, 2018-2019

### **Advising: Master's Students**

#### **Advisor and Committee Chair**

Michael Paquette (2013; Placement: Independent public relations consultant, Quito, Ecuador)

Andrea Narvaez (2011; Placement: Lois Paul & Partners, a FleishmanHillard agency)

Thomas Campbell (2011; Placement: Public Affairs Officer, U.S. Army)

#### **Member of Advisory Committee**

Claire Tills (Communication, 2017)

David Connor (Communication, 2012)

Stephanie Madden (Communication, 2011)

Janna Raudenbush (Communication, 2011)

Brian Keenan (Communication, 2010)

### **Advising: Doctoral Students**

#### **Advisor and Committee Chair**

Brooke Witherow (2020; Placement: Assistant Professor at Hood College)

Julio Bermejo (2019; Placement: Assistant Professor at California State University, Fullerton)

Tyler Page (2018; Placement: Assistant Professor at Mississippi State University)

Julia Fraustino (2016; Placement: Assistant Professor at West Virginia University)

Melissa Janoske (2014; Placement: Assistant Professor at the University of Memphis)

Abbey Levenshus (2012; Placement: Assistant Professor at the University of Tennessee)

Jung Kyu Lim (ongoing)

Yumin Yan (ongoing)

#### **Member of Advisory and/or Dissertation Committee**

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Sarah Aghazadeh (Communication, 2020)

Sumin Fang (Communication, 2020)

Luke Capizzo (Communication, 2019)

Sylvia Guo (Communication, 2019)

Ning Xie (Communication, 2018)

Sifan Xu (Communication, 2018)

Timothy Penn (Communication, 2018)

Michael Distler (Criminology and Criminal Justice, 2017)

Daren Fisher (Criminology and Criminal Justice, 2017)

Brandon Behlendorf (Criminology and Criminal Justice, 2016)

Amanda Kennedy (Communication, 2016)

Liang Ma (Communication, 2016)

Stephanie Madden (Communication, 2016)

Omi Hodwitz (Criminology and Criminal Justice, 2015)

Erin Miller (Criminology and Criminal Justice, 2015)

Susan Allen (Communication, 2014)

Kelly Daily (Communication, 2014)

Chandria Jones (Behavioral and Community Health, 2014)

Jarim Kim (Communication, 2014)

Rowena Kirby-Straker (Communication, 2014)

Leysan Khakimova (Communication, 2013)

Rowena Briones (Communication, 2013)

Mara Hobler (Communication, 2012)

Deepa Anagondahalli (Communication, 2012)

Beth Sundstrom (Communication, 2012)

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Lucinda Austin (Communication, 2011)  
Sarah Evans (Communication, 2011)  
Christina Skubisz (Communication, 2011)  
Allison Chatham (Communication, in progress)  
Junhan Chen (Communication, in progress)  
Shawna Diaz (Communication, ongoing)  
Saymin Lee (Communication, ongoing)  
Christina Saninocencio (Communication, ongoing)  
Samantha Stanley (Communication, ongoing)  
Jeannette Viens (Communication, ongoing)  
Yuan Wang (Communication, ongoing)

### **Advising: Postdoctoral Students**

Irina Iles (2017-2019; Placement: National Cancer Institute)  
Michael Egnoto (2015-2017; Placement: Walter Reed Army Institute of Research)  
Elizabeth Petrun Sayers (2013-2014; Placement: Associate Behavioral and Social Scientist, RAND Corporation)  
Benjamin Nickels (2009-2011; Placement: Assistant Professor, Africa Center for Strategic Studies, National Defense University)  
Emina Herovic (ongoing)

### **Mentorship**

#### **Faculty**

*ADVANCE Professor for the College of Information Studies, 2019-2021.* Provided membership to junior female faculty to support the recruitment, retention, advancement, and professional growth of a diverse professorate. Each College or School selects one ADVANCE Professor annually.

*Grant Mentor for Hong Kong Baptist University Faculty, 2018.* Invited by the Dean of the School of Communication to review external funding proposals and provide in-person coaching for 12 faculty members.

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*Mentor for Associate Professor Erich Sommerfeldt, 2020-2021*

*Mentor for Assistant Professor Carly Woods, 2019-2020*

*Mentor for Assistant Professor Kang Namkoong, 2018-2019*

*Mentor for Assistant Professor Nicholas Joyce, 2017-2018*

*Mentor for Assistant Professor Catherine Knight Steele, 2016-2017*

*Mentor for Assistant Professor Amber Westcott-Baker, 2014-2015*

*Mentor for Assistant Professor Anita Atwell Seate, 2013-2014*

*Mentor for Assistant Professor Erich Sommerfeldt, 2012-2013*

## **Students**

### Graduate Students

International Communication Association Public Relations Division Ph.D. Workshop, Mentor. Selected as 1 of 5 senior faculty mentors to provide guidance to competitively selected doctoral students on their dissertation research, May 2019

James Stigall, recipient of a DHS Scientific Leadership Award for Minority Serving Institutions, 2015 (administered by Bowie State University; completed a START summer research internship under my supervision)

Monique Ogburn, recipient of a DHS Scientific Leadership Award for Minority Serving Institutions, 2014 (administered by Bowie State University; completed a START summer research internship under my supervision)

### Undergraduate Students

Noreen Duke, recipient of a DHS Community, Resilience, Engagement, and Dialogue Fellowship, 2016-2018 (administered by START; one of my First-Year Innovation and Research Experience students)

Julian Kreimer, recipient of a DHS Scientific Leadership Award for Minority Serving Institutions, 2015 (administered by the University of the District of Columbia; completed a START summer research internship under my supervision)

## **SERVICE AND OUTREACH**

### **Editorship and Editorial Board Membership**

Editor, *the Journal of International Crisis & Risk Communication Research*, 2018-2020 (for volumes 2 &3)

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Editorial Board Member, *Communication Quarterly*, 2010-2012

Editorial Board Member, *Annals of the International Communication Association* (formerly *Communication Yearbook*), 2012-2016

Editorial Board Member, *Journal of Communication Pedagogy*, 2019-present

Editorial Board Member, *Journal of International Crisis & Risk Communication Research*, 2017-present

Editorial Board Member, *Journal of Applied Communication Research*, 2014-present

Editorial Board Member, *Journal of Public Relations Research*, 2009-present

Editorial Board Member, *Public Relations Review*, 2009-present

### **Reviewing Activities for Government Agencies**

Grant reviewer, Department of Homeland Security, 2017

Grant reviewer, National Science Foundation, 2016, 2017

Grant reviewer, Research Foundation - Flanders, 2017

Grant reviewer, Swiss National Science Foundation, 2020

### **Campus Service**

#### **Department of Communication**

Center for Health and Risk Communication Inaugural Steering Committee, Member, 2018-present

Professional Track Faculty Mentor, 2019-2021

Library Liaison, 2020-2021

Faculty Advisory Council, Chair, 2016-2017; 2019-2020

Ad hoc Wellness Committee, Chair, 2018

Graduate Studies Committee, Member, 2010-2016; 2018

Appointment, Promotion, & Tenure Committee, Member, 2012-present

Initial Review Committee for the Third Year Review of Dr. Catherine Knight Steele, Chair, 2018-2019



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Initial Review Committee for the Post-Tenure Review of Dr. Dale Hample, Member, 2017-2018

Committee on the Appointment, Evaluation, and Promotion of Professional Track Faculty Policy, Chair, 2016-2017

Initial Review Committee for the Tenure Review of Assistant Professor Erich Sommerfeldt, Chair, 2017-2018

Initial Review Committee for the Third Year Review of Assistant Professor Lindsey Anderson, Chair, 2016-2017

Initial Review Committee for the Third Year Review of Assistant Professor Erich Sommerfeldt, Chair, 2014-2015

Initial Review Committee for the Tenure Review of Assistant Professor Sahar Khamis, Member, 2013-2014

Initial Review Committee for the Tenure Review of Assistant Professor Kristjana Maddux, Chair, 2012-2013

Toth Outstanding PR Student Award Committee, Member, 2018

Administrative Committee, Member, 2014-2016

Co-Director of Graduate Studies, 2014-2016

Salary Advisory Committee, Chair, 2016

Salary Advisory Committee, Member, 2015

Self-Study Committee for Department's Unit Review, Member, 2013

Faculty Advisory Council, Member and Secretary, 2012-2013

Public Relations Faculty Search Committee, Chair, 2011

Department of Communication Assembly Secretary, 2010

Colloquia Committee, Member, 2009-2010

### **College of Arts and Humanities**

Banneker/Key Scholarship Committee, Member, 2017

Extra-Departmental Member, Art Department Internal Self Study Committee for its Unit Review, 2012

### **University**

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ADVANCE Professor, College of Information Studies, 2019-2021

Member, Council of Associate Deans for Faculty Affairs (CADFA), 2020-ongoing

Member, Council of Associate Deans for Graduate Education (CADGE), 2020-ongoing

Member, Faculty Committee on COVID-19 Cognition and Behavior, 2020-ongoing

Member, Graduate Council Policies, Curricula, and Course (PCC) Committee, 2020-ongoing

Member, Senate Academic Procedures & Standards (APAS) Committee, 2020-ongoing

Member, Senate Programs, Curricula, & Courses (PCC) Committee, 2020-ongoing

Member, Vice President's Advisory Committee (VPAC), 2020-ongoing

University Senate, Senator for the Department of Communication, 2018-2020

Life-Work Integration and Self-Care Panel, UMD ADVANCE Program for Junior Faculty, Speaker, 2018, 2019

TERP Allies, UMD ADVANCE Program, Actor, 2017-2019

Faculty Affairs Committee, Member, 2016-2018

Charles A. Caramello Distinguished Dissertation Award Committee, Member, 2017

Leadership under Fire Competition, Smith School of Business, Judge, 2017-2018

Public Health Research @ Maryland Day, Judge, 2016

ADVANCE Seed Grant Selection Committee, Member, 2014

Honor Review Board, Member, 2010-2012

### **Off-campus Committee Memberships and Other Service**

*National Academy of Sciences, Engineering, and Medicine* Planning Committee on Community Engagement in Southeast Texas: Pilot Project to Enhance Community Capacity and Resilience to Floods, 2020-2021

*Working Group on Readyng Populations for the COVID-19 Vaccine*, NSF-supported CONVERGE Initiative for Health and Social Sciences Research, April-June 2020

*Impact360 Alliance Steering Committee*, a nonprofit organization that bridges the gap between researchers and practitioners to support co-creation of actionable solutions to natural hazards and disasters, 2018-2020

*National Weather Service* SKYWARN Weather Spotter, 2018-present

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*National Academy of Sciences, Engineering, and Medicine* Committee: Future of Emergency Alert and Warning Systems: Research Directions, 2016-2017

*Food and Drug Administration* Risk Communication Advisory Committee, 2013-2017

*Center for Media + Health* Advisory Board, Virginia Commonwealth University, 2013-2016