

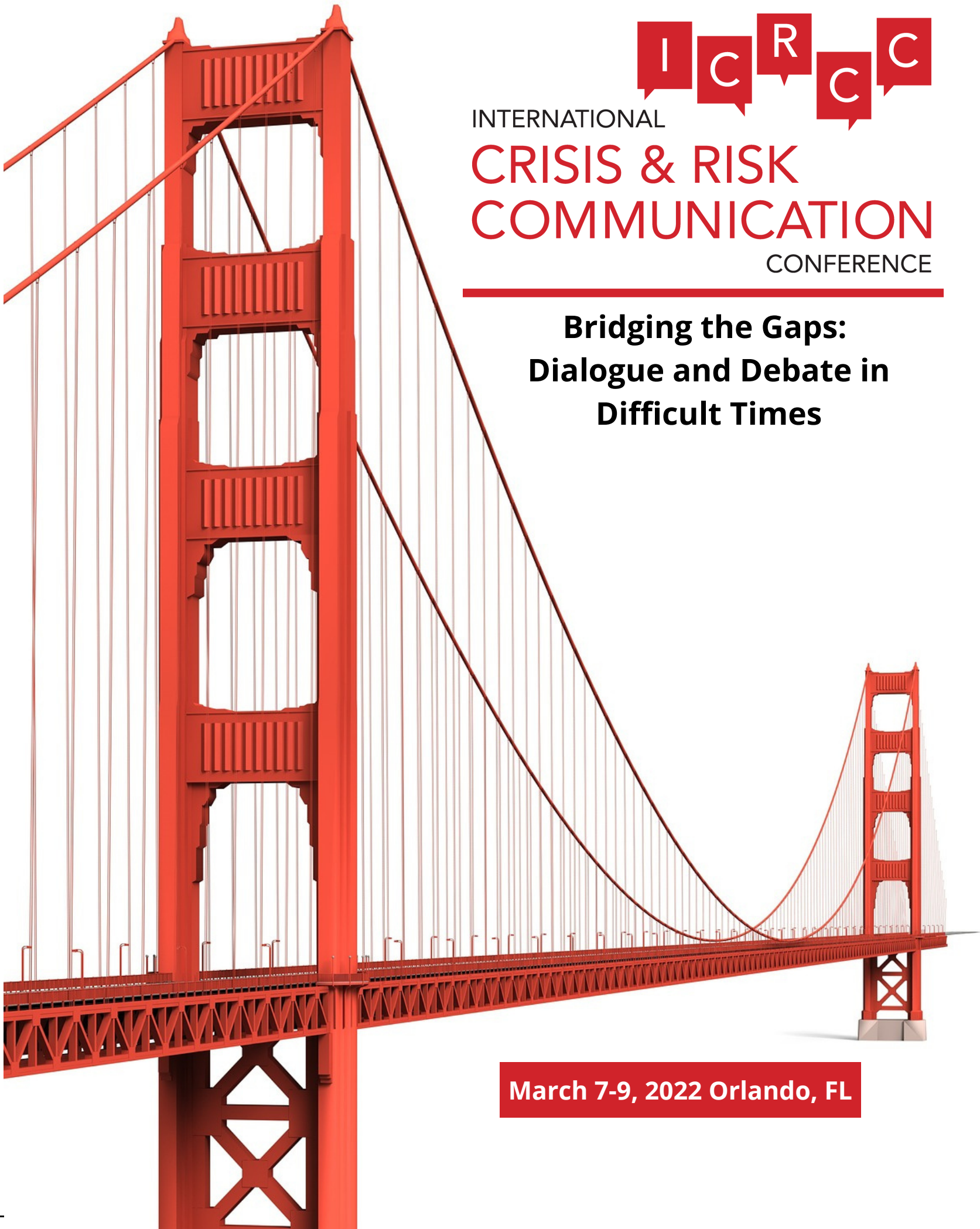
INTERNATIONAL

CRISIS & RISK COMMUNICATION

CONFERENCE

**Bridging the Gaps:
Dialogue and Debate in
Difficult Times**

March 7-9, 2022 Orlando, FL



2022 ICRCC Proceedings Table of Contents

Deanna D. Sellnow, Editor-In-Chief

Sofia Salazar Carballo, Editorial Assistant

Rebecca Freihaut, Editorial Assistant

Lakelyn E. Taylor, Editorial Assistant

These proceedings are a representative sample of the presentations given by industry professionals and academic scholars at the 12th annual International Crisis and Risk Communication Conference (ICRCC) held March 7-9, 2022 in Orlando, Florida (USA). The goal of the ICRCC is to bring together prominent professional risk and crisis communication practitioners and academic scholars from around the world to spend a few days networking and engaging in conversation about issues and problems related to risk and crisis communication in a variety of contexts (e.g., natural disasters, political crises, food safety issues, biosecurity, health epidemics and pandemics).

The 2022 conference emcee was Lindsay Hudock. Associate Instructor of Advertising/Public Relations in the Nicholson School of Communication and Media, University of Central Florida (USA). Conference Co-Hosts were Drs. Deanna and Timothy Sellnow, both Luminary Research Professors of Strategic Communication at the University of Central Florida (USA).

Attendees came from Argentina, Australia, Austria, Brazil, Canada, China, Finland, France, Germany, India, Indonesia, Israel, Italy, Malaysia, Mexico, Morocco, Netherlands, Nepal, New Zealand, Norway, Oman, Saudi Arabia, Singapore, Switzerland, United Kingdom, and United States.

Conference Planning and Implementation Team:

Deanna D. Sellnow, Co-Host and Plenary 2 Moderator

Timothy L. Sellnow, Co-Host and Plenary 1 Moderator

Lindsay Hudock, Emcee

Sofia Salazar Carballo, Executive Team Lead

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Rebecca Freihaut, Sponsorships/Donations and Program Development

Paola Chinchilla, Event Photographer and Graphic Design Specialist

Rob Lauzon, Audiovisual Coordination Specialist

Kelsey Lunsford, Hotel/Hospitality Specialist

Adam Parrish, Poster Display Steward

Award Winners

Bridge Award for Excellence in Connecting Research and Practice

Mohan Dutta (Dean's Chair Professor, Massey University, NEW ZEALAND)

Practitioner Award for Excellence in Professional Practice

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

University of Georgia Crisis Communication Coalition Award for Top Student Paper

Rob Eicher, "Hurricane season hindsight 2020: Applying the IDEA model to local tropical cyclone forecasts." (University of Central Florida, Orlando, FL: USA)

Top Poster #1

Melissa Looney & Jamie Vega, "Armor Up": The Use of Metaphor to Mobilize a Kingdom. (University of Central Florida)

Top Poster #2

Robb Lauzon, "Reputation Management at the Intersection of Information Seeking and Government Transparency." (University of Central Florida)

Top Poster #3

Mohammad Jasim Uddin, "My Body, My Choice" Slogan and Protest of COVID-19 Vaccine Mandates. (Missouri State University)

Invited Keynote and Plenary I Speakers

Dialogue and Debate in Difficult Times (Local Communities of Practice)

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

The Pandemic of Everyday Crisis

Abstract: A crisis does not generally erupt from nothing; a crisis is akin to a human being moving through birth and subsequent ongoing biological changes and maturation while continually interacting with a shifting environment. Today's environment nourishes a pandemic of everyday crisis. This address examines the clash of narratives, or what Alasdair MacIntyre (1984) termed

the clash of rival traditions, as the normative reality of this historical moment. Today, we are faced with an existential crisis. We must choose between ongoing lament or a willingness to engage in the difficult and demanding work of pragmatic meeting of narrative difference. This choice offers the human community divergent futures: one centered in frustration and health, and the other in avoidance and malaise.

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

Invited Panelists:

Chris Castro, Director, Office of Sustainability & Resilience (City of Orlando, FL, USA)

Yue ‘Gurt’ Ge, Assistant Professor, School of Public Administration & Faculty Co-Lead, Urban Resilience Initiative (UCF, USA)

Isaret Jeffers, Founder, Colectivo ÁRBOL (2017-present) (Plant City, FL, USA)

Shayla Cannady, Assistant Director/Public Relations, Orange County Public Schools (Orlando, FL: USA)

Invited Keynote and Plenary II Speakers

Dialogue and Debate in Difficult Times (Global Communities of Practice)

Keynote Speaker: Mohan Dutta (Dean’s Chair Professor, Massey University, NEW ZEALAND)

Re-Imagining Crises as Anchors for Culture-centered Structural Transformations: The pandemic Times

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

Invited Panelists:

Martin Löffelholz (rofessor of Media Studies & Head, International Crisis Communication Research Group, Technische Universität Ilmenau, Ilmenau, GERMANY

Andreas Schwarz, Ph.D. Professor of Media Studies & Chair, Public Relations and Communication Technische Universität Ilmenau, GERMANY

Marsha Vanderford, Ph.D. Independent Consultant (Health Communication Emergency Risk Communication) World Health Organization(WHO) & US Centers for Disease Control & Prevention(CDC): USA

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

Introduction to the 2022 ICRCC Proceedings

The 12th annual International Crisis and Risk Communication Conference (ICRCC) took place March 7-9, 2022 in sunny Orlando, FL (USA). Although not all colleagues were able to attend due to lingering COVID-19 Pandemic travel restrictions, representatives from 26 countries were on-site to discuss research and practice related to crisis and risk communication in the global marketplace. What follows are a few samples of the research shared and discussed at the event. We look forward to seeing our friends and colleagues again in Orlando, Florida (USA) March 6-8, 2023.

Respectfully,

Dr. Deanna Sellnow

University of Central Florida

Conference Co-Host

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Mariely Valentin-Llopis (Barry University, USA)

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Cory Young (Ithaca College)

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- 6. *Evolution and effectiveness of the governmental risk and crisis communication on Twitter in the COVID-19 pandemic: The case of Switzerland***

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Felix Ducrey (ZHAW School of Management and Law, SWITZERLAND)

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Shawn P. McElmurry (Wayne State University, USA)

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Margaret C. Stewart (University of North Florida, USA)

Christa L. Arnold (University of North Florida, USA)

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Section 6. ICRCC Conference Program

Save the Date!

**13th Annual International Crisis and Risk Communication
Conference**

March 6-8, 2023, Orlando, FL (USA)