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## Brooke Fisher Liu, Ph.D.

Professor

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### ACADEMIC APPOINTMENTS

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

**Co-Director**, University of Maryland Pandemic Readiness Initiative, 2023-present

**Affiliate Professor**, College of Information Studies, University of Maryland, 2021-present

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

**Associate Dean for Academic Standards and Policies**, Graduate School, University of Maryland, 2020-2022

**Co-Director of Graduate Studies**, Department of Communication, University of Maryland, 2014-2016

**Director of the Risk Communication & Resilience Program**, START, University of Maryland, 2012-2020

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

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

**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

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## RESEARCH

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

### Book Edited

1. **Liu, B. F.**, & Mehta, A. (2024). *Handbook of risk, crisis, and disaster communication*. Routledge.

### Book Chapters

1. **Liu, B. F.**, & Baur, C. (accepted). Missed risk and crisis communication opportunities during the COVID-19 pandemic. In A. Schwarz, S. Kim, & M. W. Seeger (Eds.), *Handbook of international crisis and risk communication* (2nd ed.). Wiley Blackwell.
2. \*Lee, S., Kim, J., Atwell Seate, A., & **Liu, B. F.** (accepted). The effectiveness of converging warning messages from multiple weather communicators. In W. T. Coombs (Ed.), *Media and Crisis Communication*. Routledge.
3. Culpepper, D., **Liu, B. F.**, & O'Meara, K. (2024). Building an infrastructure for mid-career faculty advancement: Lessons learned from faculty peer networks in the UMD ADVANCE Program. In V. Baker, L. Lunsford, & A. Terosky (Eds., pp. 194-204), *Building Your Academic Mid-Career Toolkit*. Routledge.
4. Atwell Seate, A., **Liu, B. F.**, Kim, J. Y., \*Ma, X., \*Lee, S., & Hawblitzel, D. (2023). Blue or stormy skies? The roles of strategic risk communication in protecting communities before, during, and after severe weather. In H. D. O'Hair, & M. J. O'Hair (Eds.), *Communication and catastrophic events: Strategic risk and crisis management* (pp. 174-190). Wiley Blackwell. <https://doi.org/10.1002/9781119751847>
5. Jin, Y., \*Austin, L., & **Liu, B. F.** (2023). Social-mediated crisis communication: How information generation, consumption, and transmission influence communication processes and outcomes. In W. T. Coombs, & S. Holladay. (Eds.), *Handbook of crisis communication* (pp. 151-167). Wiley-Blackwell. <https://doi.org/10.1002/9781119751847>
6. **Liu, B. F.**, & Jin, Y., & \*Austin, L. (2023). Digital crisis communication theory: Current landscape and future trajectories. In C. Botan, & E. Sommerfeldt (Eds.), *Public relations theory III* (pp. 191-212). Routledge. <https://doi.org/10.4324/9781003141396>
7. **Liu, B. F.**, & \*Levenshus, A. B. (2023). Interpreting the interpersonal: Crisis communication insights for pandemics. In A. Diers-Lawson, & S. Croucher (Eds.), *Pandemic communication* (pp. 156-173). Routledge. <https://doi.org/10.4324/9781003214496>
8. **Liu, B. F.**, & Kim, J. (2022). Social media and climate change dialogue: A review of the research and guidance for science communicators (pp. 97-115). In W. Yusuf, & B. St. John III (Eds.), *Communicating climate change: Making environmental messaging accessible* (pp. 97-115). Routledge. <https://doi.org/10.4324/9781003037378>

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9. **Liu, B. F.**, Jin, Y., \*Austin, L., Kuligowski, E., & Young, C. (2021). The social-mediated crisis communication (SMCC) model: Identifying the next frontier. In Y. Jin, B. Reber, & G. Nowak (Eds.), *Advancing crisis communication effectiveness: Integrating public relations scholarship with practice* (pp. 214-230). Routledge. <https://doi.org/10.1002/9781119678953.ch35>
  10. \*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.), *Risk communication and community resilience*. Routledge. <https://doi.org/10.4324/9781315110042>
  11. **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. <https://doi.org/10.3726/b11415>
  12. \*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. <https://doi.org/10.4324/9781315749068>
  13. \*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. <https://doi.org/10.4324/9781315666716>
  14. \*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. <https://doi.org/10.4324/9781315749068>
  15. \*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. <https://doi.org/10.4324/9781315749068>
  16. **Liu, B. F.**, & \*Briones, R. L. (2017). New media, public relations, and terrorism resilience. In S. Duhé (Ed.), *New media in public relations* (3rd ed., pp. 126-133). Peter Lang. <https://doi.org/10.3726/b11415>
  17. **Liu, B. F.**, Jin, Y., \*Austin, L., & \*Janoske, M. (2017). 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. <https://doi.org/10.3726/b11415>
  18. **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.
  19. **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. <https://doi.org/10.4324/9781003177654>

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20. **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. <https://doi.org/10.1002/9781444314885>

## 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(2), 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(1), 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(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(1), 7-11. <https://doi.org/10.30658/jicrcr.2.1.1>

## Refereed Journal Articles

1. Atwell Seate, A., **Liu, B. F.**, Kim, J., \*Lee, S., & Hawblitzel, D. (2024). A silver lining to a busted forecast? Building relationships after the storm through humanising messages. *Journal of Contingencies and Crisis Management*, 32(2), e12571. <https://doi.org/10.1111/1468-5973.12571>
2. **Liu, B. F.**, Jin, Y., \*Zhao, W., Schwarz, A., \*Truban, O., & Seeger, M. W. (2024). Building the new architecture of crisis management: Global experts' insights on best and worst practices for securing external funding. *Journal of Contingencies and Crisis Management*, 32(1), e12539. <https://doi.org/10.1111/1468-5973.12539>
3. \*Austin, L., Jin, Y., **Liu, B. F.**, & \*Kim, S. (2023). Coping with outbreaks: Towards an infectious disease threat (IDT) appraisal model for risk communication. *Health Communication*, 38(7), 1305-1317. <https://doi.org/10.1080/10410236.2021.2006394>
4. Kim, J., **Liu, B. F.**, Atwell Seate, A., \*Lee, S., & Hawblitzel, D. (2023). All joking aside? Comparing the effects of a humorous vs. a non-humorous message strategy in building organization-public relationships and community resilience. *Journal of Applied Communication Research*, 52(1), 110-128. <https://doi.org/10.1080/00909882.2023.2208653>
5. \*Ma, X., \*Ma, L., & **Liu, B. F.** (2023). Should relationships be at the heart of public relations? A meta-analysis of the antecedents and consequences of organization-public relationships. *Public Relations Review*, 49(5), 102388. <https://doi.org/10.1016/j.pubrev.2023.102388>

6. Atwell Seate, A., **Liu, B. F.**, \*Yan, Y., \*Stanley, S., & \*Chatham, A. (2022). Relational constellations in disasters: Theorizing multiparty relationships through ethnographic research. *Journal of Public Relations Research*, 34(5), 208-226. <https://doi.org/10.1080/1062726X.2022.2093203>
7. \*Islam, K., \*Edwards, A., \*Shi, D., \*Lim, J. K., \*Sheppard, R., **Liu, B. F.**, & Seeger, M. W. (2022). Crisis communication and learning: U.S. higher education's response to a global pandemic. *The Learning Organization*, 29(4), 357-376. <https://doi.org/10.1108/TLO-10-2021-0121>
8. Kim, J. Y., Atwell Seate, A., **Liu, B. F.**, Hawblitzel, D., & Funk, T. (2022). To warn or not to warn: National Weather Service warning meteorologists' tornado warning decisions. *Weather, Climate, & Society*, 14(3), 697-708. <https://doi.org/10.1175/WCAS-D-20-0115.1>
9. \*Lim, J. R., **Liu, B. F.**, & Atwell Seate, A. (2022). Are you prepared for the next storm? Developing social norms messages to motivate community members to perform disaster risk mitigation behaviors. *Risk Analysis*, 42(11), 2550-2568. <https://doi.org/10.1111/risa.13957>
10. **Liu, B. F.**, Atwell Seate, A., Kim, J. K., Hawblitzel, D., \*Lee, S., & \*Ma, X. (2022). Relationships are built on sunny days: Uncovering quiet weather communication strategies. *Weather, Climate, & Society*, 14(1), 223-236. <https://doi.org/10.1175/WCAS-D-21-0096.1>
11. **Liu, B. F.**, \*Shi, D., \*Lim, J. R., \*Islam, K., \*Edwards, A. L., & Seeger, M. (2022). When crisis hits home: How U.S. higher education leaders navigate values during uncertain times. *Journal of Business Ethics*, 179(4), 353-368. <https://doi.org/10.1007/s10551-021-04820-5>
12. \*Yan, Y., **Liu, B. F.**, Atwell Seate, A., \*Stanley, S. J., & \*Chatham, A. P. (2022). How the U.S. National Weather Service communicates to protect communities: An extension of microboundary spanning theory. *Journal of Applied Communication Research*, 50(4), 420-439. <https://doi.org/10.1080/00909882.2021.2019817>
13. Jin, Y., Lee, Y.-I., **Liu, B. F.**, \*Austin, L., & Kim, S. (2021). How college students assess the threat of infectious diseases: Implications for university leaders and health communicators. *Journal of International Crisis and Risk Communication Research*, 4, 129-164. <https://doi.org/10.30658/jicrcr.4.1.5>
14. **Liu, B. F.**, \*Lim, J. R., \*Shi, D., \*Edwards, A. L., \*Islam, K., \*Sheppard, R., & Seeger, M. (2021). Evolving best practices in crisis communication: Examining U.S. higher education's response to the COVID-19 pandemic. *Journal of International Crisis and Risk Communication Research*, 4(1), 451-484. <https://doi.org/10.30658/jicrcr.4.3.1>
15. **Liu, B. F.**, & Atwell Seate, A. (2021). The evolving Weather Service: Forecasters' perceptions of their relationships with core partners. *Weather, Climate, & Society*, 13(3), 437-448. <https://doi.org/10.1175/WCAS-D-20-0097.1>
16. Mehta, A. M., **Liu, B. F.**, \*Tyquin, E., & Tam, L. (2021). A process view of crisis misinformation: How public relations professionals detect, manage, and evaluate crisis misinformation. *Public Relations Review*, 47(2), 102040. <https://doi.org/10.1016/j.pubrev.2021.102040>

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17. 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 individuals' responses to risks. *International Journal of Strategic Communication*, 14(4), 246-271. <https://doi.org/10.1080/1553118X.2020.1801691>
  18. **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(2), 263-277. <https://doi.org/10.1175/WCAS-D-19-0131.1>
  19. **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(3), 328-349. <https://doi.org/10.1080/00909882.2020.1756377>
  20. **Liu, B. F.**, \*Iles, I., & \*Herovic, E. (2020). Leadership under fire: How governments manage crisis communication. *Communication Studies*, 71(1), 128-147. <https://doi.org/10.1080/10510974.2019.1683593>
  21. **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*, 24(7), 853-869. <https://doi.org/10.1080/13669877.2020.1773516>
  22. **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(2), 1-12. <https://doi.org/10.1016/j.pubrev.2019.101879>
  23. Schoch-Spana, M., Brunson, E. K., Long, R., Ruth, A., Ravi, S. J., Trotochaud, M., Borio, L., Brewer, J., Buccina, J., Connell, N., Hall, L. L., Kass, N., Kirkland, A., Koonin, L., Larson, H., **Liu, B. F.**, Omer, S. B., Orenstein, W....White, A. (2020). The public's role in COVID-19 vaccination: Human-centered recommendations to enhance pandemic vaccine awareness, access, and acceptance in the United States. *Vaccine*, 39(40), 6004-6012. <https://doi.org/10.1016/j.vaccine.2020.10.059>
  24. \*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(3), 549-563. <https://doi.org/10.1175/WCAS-D-18-0080.1>
  25. \*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(4), 331-345. <https://doi.org/10.1111/1468-5973.12263>
  26. **Liu, B. F.**, \*Egnoto, M., & \*Lim, J. R. (2019). How mobile home residents understand and respond to tornado warnings. *Weather, Climate, and Society*, 11(3), 521-534. <https://doi.org/10.1175/WCAS-D-17-0080.1>
  27. **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(4), 1-13. <https://doi.org/10.1016/j.pubrev.2019.101831>

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28. \*Zhao, X., \*Zhan, M., & **Liu, B. F.** (2019). Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influentials and followers. *Journal of Contingencies and Crisis Management*, 27(4), 398-399. <https://doi.org/10.1111/1468-5973.12279>
  29. **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(4), 585-597. <https://doi.org/10.1016/j.pubrev.2018.06.002>
  30. 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(2), 140-151. <https://doi.org/10.6057/2018TCRR02.05>
  31. Wood, M. M., Mileti, D., Sutton, J., Bean, H., **Liu, B. F.**, & \*Madden, S. (2018). Milling and public warnings. *Environment and Behavior*, 50(5), 535-566. <https://doi.org/10.1177/0013916517709561>
  32. \*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(4), 549-561. <https://doi.org/10.1016/j.pubrev.2018.08.002>
  33. **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(4), 305-327. <https://doi.org/10.1504/IJEM.2017.087218>
  34. **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(11), 1394-1417. <https://doi.org/10.1080/13669877.2016.1153508>
  35. \*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(2), 306-320. <https://doi.org/10.1108/PIJPSM-03-2016-0031>
  36. \*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 diffusion of innovations and volitional behavior theories. *Risk Analysis*, 37(11), 2246-2259. <https://doi.org/10.1111/risa.12771>
  37. **Liu, B. F.**, Quinn, S. C., \*Egnoto, M. J., Freimuth, V., & \*Boonchaisri, N. (2017). Public understanding of medical countermeasures. *Health Security*, 15(2), 1-13. <https://doi.org/10.1089/hs.2016.0074>
  38. **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(3), 493-506. <https://doi.org/10.1016/j.pubrev.2017.04.004>

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39. 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(3), 136-147. <https://doi.org/10.1111/1468-5973.12108>
  40. 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(4), 289-308. <https://doi.org/10.1080/1553118X.2016.1160401>
  41. **Liu, B. F.**, +Bartz, L., & +Duke, N. (2016). Communicating crisis uncertainty: A review of the knowledge gaps. *Public Relations Review*, 42(3), 479-487. <https://doi.org/10.1016/j.pubrev.2016.03.003>
  42. **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(5), 626-646. <https://doi.org/10.1177/0093650214565917>
  43. 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(1), 60-80. <https://doi.org/10.1080/15358593.2015.1014402>
  44. **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(1), 44-65. <https://doi.org/10.1080/00909882.2014.982685>
  45. \*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(2), 140-160. <https://doi.org/10.1080/15358593.2015.1058410>
  46. \*Austin, L., **Liu, B. F.**, & Jin, Y. (2014). Examining signs of recovery: How senior crisis communicators define organizational crisis recovery. *Public Relations Review*, 40(5), 844-846. <https://doi.org/10.1016/j.pubrev.2014.06.003>
  47. Jin, Y., **Liu, B. F.**, \*Anagondahalli, D., & \*Austin, L. (2014). Scale development for measuring publics' emotions in organizational crises. *Public Relations Review*, 40(3), 509-518. <https://doi.org/10.1016/j.pubrev.2014.04.007>
  48. 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(1), 74-94. <https://doi.org/10.1177/0093650211423918>
  49. **Liu, B. F.**, & \*Fraustino, J. D. (2014). Beyond image repair: Suggestions for crisis communication theory development. *Public Relations Review*, 40(3), 543-546. <https://doi.org/10.1016/j.pubrev.2014.04.004>



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50. \*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(3), 429-439. <https://doi.org/10.1016/j.pubrev.2014.01.009>
  51. \*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(4), 231-235. <https://doi.org/10.1111/1468-5973.12031>
  52. **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(1), 51-67. <https://doi.org/10.1080/1062726X.2013.739101>
  53. \*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(2), 188-207. <https://doi.org/10.1080/00909882.2012.654498>
  54. \*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(1), 69-85. <https://doi.org/10.1080/1062726X.2012.626136>
  55. **Liu, B. F.** (2012). Toward a better understanding of nonprofit communication management. *Journal of Communication Management*, 16(4), 388-404. <https://doi.org/10.1108/13632541211279012>
  56. **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(3), 597-621. <https://doi.org/10.1093/jopart/mur078>
  57. **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(4), 353-370. <https://doi.org/10.1080/1062726X.2012.689901>
  58. **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(3), 220-243. <https://doi.org/10.1108/13632541211245785>
  59. **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*, 40(2), 1-20. <https://doi.org/10.1080/00909882.2012.654499>
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  68. **Liu, B. F.** (2009). An analysis of U.S. government and media disaster frames. *Journal of Communication Management*, 13(3), 268-283. <https://doi.org/10.1108/13632540910976707>
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## Invited Talks

1. **Liu B. F.**, & Horsley, J. S. (2024, April). *The past doesn't always predict the future: Current directions in government risk and crisis communication*. Crisis Communication Think Tank, University of Georgia, Athens, Georgia, United States.
2. **Liu, B. F.** (2024, March). *Sustaining crisis readiness through relational risk communication*. Communication Seminar Series, Chinese University of Hong Kong, Hong Kong.
3. **Liu, B. F.** (2024, January). *The evolving Weather Service: The intersection of forecasting and relational risk communication*. Stony Brooke University Seminar Series on Topics in Atmospheric and Oceanic Sciences, Webinar.
4. **Liu, B. F.**, & Atwell Seate, A. (2023, October). Saving lives and building resilient communities: The power of relational risk communication. Materials and Structural Systems Division Seminar Series at the National Institute for Standards and Technology, Webinar.
5. Atwell Seate, A., & **Liu, B. F.** (2023, July). *Relational risk communication*. Environmental Protection Agency's Research Discussion Series, Webinar.
6. **Liu, B. F.** (2023, April). *Laying the foundation*. Crisis Communication Think Tank, University of Georgia, Athens, GA.
7. **Liu, B. F.**, & Atwell Seate, A. (2021, August). *NWS' forecasters perceptions of their relationships with core partners*. NOAA Southern Region Science Circle Talk, Webinar.
8. **Liu, B. F.** (2020, December). *Communicating during a pandemic*. Chronicle of Higher Education Virtual Event, Webinar.
9. **Liu, B. F.** (2020, November). *Risk communication basics*. National Weather Service Partner Meeting, Gaylord, MI, Webinar.
10. **Liu, B. F.** (2020, June). *Social media and crisis communication research panel*. Wayne State University Summer Doctoral Seminar on Health, Risk, and Crisis Communication, Detroit, MI, Webinar.
11. **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.
12. **Liu, B. F.**, & Atwell Seate, A. (2020, January). *How forecasters decide to warn: Insights on tornado risk communication*. National Weather Service, Webinar.
13. **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.

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14. **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.
  15. **Liu, B. F.** (2018, November). *The impact of effective crisis communication leadership*. Research seminar at the Swedish Civil Contingencies Agency (MSB), Stockholm, Sweden.
  16. **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, D.C.
  17. **Liu, B. F., & Mehta, A.** (2018, July). *How meteorologists decide to warn communities during natural hazards*. Bureau of Meteorology, Melbourne, Australia.
  18. **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.
  19. **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*.
  20. **Liu, B. F.** (2018, February). *Comprehensive testing of imminent threat public messages for mobile devices*. Federal Emergency Management Agency (FEMA) National Capital Region Wireless Emergency Alerts Working Group, Webinar.
  21. **Liu, B. F.** (2017, December). *Future directions for emergency alert and warning systems*. National Academies of Science, Engineering, and Medicine, Webinar.
  22. **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.
  23. **Liu, B. F.** (2017, November). *Advancing understanding of tornado warnings, false alarms, and complacency*. Verification of the Origins of Rotation in Tornadoes EXperiment-Southeast (VORTEX-SE) Meeting, Huntsville, AL.
  24. **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.
  25. **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, D.C.
  26. **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.

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27. **Liu, B. F.** (2017, April). *There's no place like home: How Southeast U.S. residents respond to tornado risk communication*. University of Georgia Department of Advertising and Public Relations Speaker Series, Athens, GA.
  28. **Liu, B. F.** (2017, March). *Balancing the scales: How mobile home residents respond to tornado risk*. National Oceanic and Atmospheric Administration, Silver Spring, MD.
  29. **Liu, B. F.** (2016, December). *Learning from examples of supporting social and behavioral science research*. National Academy of Sciences, Engineering, and Medicine Meeting on Advancing Social and Behavioral Science Research within the Weather Enterprise, Washington, D.C.
  30. **Liu, B. F.** (2016, December). *Communicating crisis messages that motivate protective action taking*. Embassy of Sweden, Washington, D.C.
  31. **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, Mechanicsburg, PA.
  32. **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, Chapel Hill, NC.
  33. **Liu, B. F.** (2016, September). *Public response to Wireless Emergency Alerts*. National Academy of Sciences, Engineering, and Medicine Meeting on the Future of Emergency Alert and Warning Systems, Washington, D.C.
  34. **Liu, B. F., & Roberts, H. A.** (2016, October). *Are you ready to lead during a crisis?* Maryland State Education Association Conference, Ocean City, MD.
  35. **Liu, B. F.** (2016, September). *Risk communication under imminent threat: Public understanding of medical countermeasures*. RAND Corporation, Arlington, VA.
  36. **Liu, B. F.** (2016, July). *Understanding the adoption process of national security technology*. Joint Staff's Strategic Multi-Layer Assessment Speaker Series, Webinar.
  37. **Liu, B. F.** (2016, June). *Risk communication and resilience: Insights on people's behaviors in response to severe threats*. CREATE-TSA Symposium: Risks to Transportation Security, Washington, D.C.
  38. **Liu, B. F.** (2016, March). *Communicating crisis and risk messages that motivate resilience*. Presentation at the International Crisis and Risk Communication Conference, Orlando, FL. *Keynote Presentation*.
  39. **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*.

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40. **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.
  41. **Liu, B. F.** (2015, May). *Research insights about emergency notifications*. Washington Metropolitan Council of Governments' Personal Preparedness Initiative Seminar, Washington, D.C.
  42. **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.
  43. **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.
  44. **Liu, B. F.** (2014, October). *U.S.-China young scientist forum on disaster resilience*. U.S. State Department, Washington, D.C.
  45. **Liu, B. F.** (2014, September). *Crisis and emergency communication*. Rockefeller Foundation, New York, NY.
  46. **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.
  47. **Liu, B. F.** (2013, November). *Social media use during disasters: Implications for health and risk communication*. Center for Media + Health Symposium, Richmond, VA.
  48. **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, D.C.
  49. **Liu, B. F.** (2013, November). *Resilience and risk communication research*. Department of Homeland Security Science and Technology Directorate, Washington, D.C.
  50. **Liu, B. F.** (2013, November). *Resilience and risk communication research*. Communication, Security, Reliability, and Interoperability Council (CSRIC), a working group sponsored by the Federal Communications Commission, Webinar.
  51. **Liu, B. F.** (2013, October). *Findings from social media use during disasters and training in risk and crisis communication*. FEMA CBRNE Nuclear Radiation Communications Working Group, Webinar.
  52. **Liu, B. F.** (2013, July). *Identification of key knowledge gaps in social media use during disasters*. National Geospatial-Intelligence Agency and the Department of Homeland Security Science and Technology Workshop, Springfield, VA.
  53. **Liu, B. F.** (2013, February). *For what hazards and protective actions is geotargeting most needed?* National Academy of Sciences, Engineering, and Medicine Workshop on Geotargeted Alerts and Warnings, Washington, D.C.

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54. **Liu, B. F.** (2012, November). *The role of social media in countering terrorism*. Public Safety Canada Opening Conference for the Kanishka Project, Toronto, Canada.
  55. **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, D.C.
  56. **Liu, B. F.** (2011, October). *Building resilient communities: The role of social media*. Department of Homeland Security Community Resilience Workshop, Rockville, MD.
  57. **Liu, B. F.** (2006, April). *Effective crisis communication for special needs populations*. University of North Carolina Workshop on Effective Crisis Communication, Chapel Hill, NC.
  58. **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 Conference Papers and Presentations

1. **Liu, B. F.**, Jin, Y., \*Zhao, W., Schwarz, A., \*Truban, O., & Seeger, M. (2024, March). *Building the new architecture of crisis management: Global experts' insights on best and worst practices for securing external funding*. International Crisis and Risk Communication Conference, Orlando, FL, United States.
2. Atwell Seate, A., **Liu, B. F.**, Kim, J., \*Lee, S., & Haawblitzel, D. (2024, January). *Preparing for the next storm: The intersection of convergent messages and strong organization-public relationships* [Paper presentation]. American Meteorological Society 104th Annual Meeting, Baltimore, MD, United States.
3. **Liu, B. F.** (2023, August). *Demystifying and diversifying the grant process for young scholars and graduate students: Integrated approaches and best practices* [Panel discussion]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States.
4. \*McDermott, V., \*Truban, O., & **Liu, B. F.** (2023, August). *"National Weather Service I have a bone to pick with you": The use of banter in paracrisis communication* [Paper presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States.
5. Atwell Seate, A., **Liu, B. F.**, Kim, J., \*Lee, S., & Hawblitzel, D. (2023, January). *Are you taking action? The impact of instructing information and linguistic features in National Weather Service warning messages* [Paper presentation]. American Meteorological Society, Denver, CO, United States.
6. Kim, J., **Liu, B. F.**, Atwell Seate, A, \*Lee, S., & Hawblitzel, D. (2022, August). "Comparing the effects of a humorous vs. non-humorous message strategy in quiet weather communication." [Paper presentation]. Association for Education in Journalism and Mass Communication, Detroit, MI, United States.

7. Atwell Seate, A., **Liu, B. F.**, Kim, J., \*Lee, S., & Hawblitzel, D. (2022, August). *Building relationships through busted forecasts? Examining conversational human voice as a post-crisis communication message strategy* [Paper presentation]. Association for Education in Journalism and Mass Communication, Detroit, MI, United States.
8. \*Lim, J. K., **Liu, B. F.**, & Atwell Seate, A. (2022, January). *Are you prepared for the next storm? Developing social norms messages to motivate community members to perform disaster risk mitigation behaviors* [Paper presentation]. American Meteorological Society's 17th Symposium on Societal Applications: Policy, Research, and Practice, Houston, TX, United States.
9. Atwell Seate, A., **Liu, B. F.**, \*Stanley, S., \*Yan, Y., & \*Chatham, A. (2021, August). *Relational tensions and publics during disasters: Investigating organizational relationships ethnographically* [Paper presentation]. Association for Education in Journalism and Mass Communication (virtual).
10. **Liu, B. F.**, \*Shi, D., Islam, K., \*Lim, J. R., Edwards, A. L., Seeger, M., & Sheppard, R. (2021, March). *Higher education's crisis management: Challenges and initial lessons learned from the COVID-19 pandemic* [Paper presentation]. International Crisis and Risk Communication (virtual).
11. Islam, K., **Liu, B. F.**, \*Shi, D., \*Lim, J. R., Edwards, A., Sheppard, R., & Seeger, M. (2021, May). *Organizational learning during crises: How U.S. higher education institutions have responded to the ongoing COVID-19 pandemic* [Paper presentation]. International Communication Association (virtual). **Third Place Faculty Paper in Public Relations.**
12. Kim, J., Seate, A. A., **Liu, B. F.**, & Hawblitzel, D. (2020). *To warn or not to warn? Factors influencing National Weather Service forecasters' tornado warning decisions* [Paper presentation]. National Communication Association (virtual).
13. **Liu, B. F.** (2020, November). *So you study risk and crisis communication? Applying scholarship to the academy in a pandemic* [Panel discussion]. National Communication Association (virtual).
14. \*Yan, Y., **Liu, B. F.**, Seate, A. A., \*Stanley, S. J., & \*Chatham, A. (2020, November). *How the National Weather Service communicates to protect communities: An extension of microboundary spanning theory* [Paper presentation]. National Communication Association (virtual).
15. Mehta, A. M., **Liu, B. F.**, Tyquin, E., & Tam, L. (2020, May). *Misinformation and crisis: The 2020 challenge for communicators*. [Paper presentation]. International Communication Association, Brisbane, Australia (conference canceled).
16. \*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* [Paper presentation]. Eastern Communication Association, Baltimore, MD, United States. (conference canceled). **Top Competitive Paper in Applied Communication.**
17. \*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 of uncertainties*. [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.



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18. **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* [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  19. Mehta, A., Taboada, M., Liuzzo, C., Bradly, L., **Liu, B. F.**, & Dootson, P. (2020, March). *A local lens on risk communication about severe weather* [Research presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  20. 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* [Paper presentation]. National Weather Association, Huntsville, AL, United States.
  21. **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* [Paper presentation]. National Weather Association, Huntsville, AL, United States.
  22. **Liu, B. F.**, Atwell Seate, A., \*Iles, I., & \*Herovic, E. (2019, May). *#TornadoWarning: Understanding the National Weather Service's tornado communication strategies* [Paper presentation]. International Communication Association, Washington, D.C., United States.
  23. \*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 presentation]. D.C. Conference on Health Communication, Fairfax, VA, United States.
  24. \*Herovic, E., **Liu, B. F.**, \*Iles, I., & Atwell Seate, A. (2019, March). *Decision making under uncertainty: How National Weather Service forecasters decide to warn* [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  25. 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 presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  26. 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 presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  27. **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* [Paper presentation]. American Meteorological Society, Phoenix, AZ, United States.
  28. \*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 presentation]. 7th European Communication Conference. Lugano, Switzerland.

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29. \*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 presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States.
  30. \*Austin, L., **Liu, B. F.**, Jin, Y., & Kim, S. (2018, July). *How publics respond during infectious disease outbreaks: Blame and information seeking* [Paper presentation]. International Public Relations Research Symposium. Bled, Slovenia.
  31. \*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 presentation]. International Communication Association, Prague, Czech Republic.
  32. \*Fowler, B., **Liu, B. F.**, & \*Herovic, E. (2018, May). *Managing up and fostering humility in internal crisis communication* [Paper presentation]. International Communication Association Conference, Prague, Czech Republic.
  33. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2018, March). *Telling the tale: The role of narrative persuasion in helping people respond to crises* [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  34. Mehta, A., **Liu, B. F.**, & Tam, L. (2018, March). *Perspectives from the trenches: How Australian risk communicators see themselves* [Research presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  35. \*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]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  36. \*Zhao, X., \*Zhan, M., \*Lim, J. K., & **Liu, B. F.** (2018, March). *How do social media influencers gain influence in different types of crises? Examining influencers in eight organizations with Twitter big data* [Paper presentation]. International Public Relations Research Conference, Orlando, FL, United States.
  37. **Liu, B. F.** (2017, May). *State of strategic environmental communication: Research gaps in risk and crisis communication* [Panel presentation]. International Communication Association Conference, San Diego, CA, United States.
  38. **Liu, B. F.**, \*Fowler, B., Roberts, H. A., & \*Herovic, E. (2017, May). *Keeping hospitals operating during disasters through crisis communication preparedness* [Paper presentation]. International Communication Association, San Diego, CA, United States.
  39. \*Lim, J. K., **Liu, B. F.**, Roberts, H. A., & \*Egnoto, M. J. (2017, May). *Publics' emotional and religious coping in response to disasters* [Paper presentation]. International Communication Association, San Diego, CA, United States.

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40. **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 presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  41. **Liu, B. F.**, & Mehta, A. (2017, March). *The trust factor: Towards a comprehensive model for trust in crisis communication* [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  42. \*Page, T., **Liu, B. F.**, Roberts, H. A., & \*Egnoto, M. J. (2017, March). *Crisis communication in schools: Understanding current challenges and opportunities* [Paper presentation]. International Crisis and Risk Communication Conference, Orlando, FL, United States.
  43. **Liu, B. F.** (2016, August). *Fostering community disaster resilience: The role of journalism and media* [Panel presentation]. Association for Journalism and Mass Communication, Minneapolis, MN, United States.
  44. **Liu, B. F.**, +Bartz, L., & +Duke, N. (2016, March). *Communicating crisis uncertainty: A review of the knowledge gaps* [Paper presentation]. Eastern Communication Association, Baltimore, MD, United States.
  45. \*Egnoto, M. J., \*Iles, I., Roberts, H. A., Smith, D., & **Liu, B. F.** (2015, December). *Adoption preferences of law enforcement for programmatic innovations* [Paper presentation]. Society for Risk Analysis, Arlington, VA, United States.
  46. \*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 presentation]. Society for Risk Analysis, Arlington, VA, United States.
  47. **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 presentation]. National Communication Association, Las Vegas, NV, United States.
  48. \*Bermejo, J. J., \*Petrun, E. L., \*Madden, S., \*Tills, C., & **Liu, B. F.** (2015, May). *Far-right extremist online discussions of government actions* [Paper presentation]. International Communication Association, San Juan, Puerto Rico, United States.
  49. 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 presentation]. International Communication Association, San Juan, Puerto Rico, United States.  
**Top Five Faculty Paper in Public Relations.**
  50. \*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 presentation]. International Public Relations Research Conference, Miami, Florida, United States. **\*Boston University Award for the Top Paper about Public Relations and Social and Emerging Media.**
  51. 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 presentation]. National Communication Association, Chicago, IL, United States.

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52. 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 presentation]. National Communication Association, Chicago, IL, United States.
  53. \*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 presentation]. Association for Education in Journalism and Mass Communication, Montreal, Canada.
  54. \*Fraustino, J. D., **Liu, B. F.**, & Jin, Y. (2014, April). *Social media use during disasters: A research synthesis and roadmap* [Paper presentation]. Eastern Communication Association Conference, Providence, RI, United States.
  55. \*Austin, L., **Liu, B. F.**, & Jin, Y. (2013, August). *Examining signs of recovery: How senior crisis communicators define organizational recovery* [Paper presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States. **\*Outstanding Public Relations Poster Award (1<sup>st</sup> Place).**
  56. \*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 presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States. **\*2<sup>nd</sup> Place Paper Award, Wilcox Teaching Research Paper Competition, Public Relations Division.**
  57. \*Janoske, M., **Liu, B. F.**, & \*Madden, S. (2012, August). *Enacting best practices in risk communication: Analysis of an expert panel* [Paper presentation]. Association for Education in Journalism and Mass Communication, Chicago, IL, United States.
  58. **Liu, B. F.** (2011, August). *Let's talk about vaccines: Expert thoughts on reframing the debate* [Panel presentation]. Association for Education in Journalism and Mass Communication, St. Louis, MO, United States.
  59. **Liu, B. F.**, & \*Levenshus, A. B. (2011, August). *Nearly a decade after September 11: Navigating current and future counterterrorism communication research* [Paper presentation]. Association for Education in Journalism and Mass Communication, St. Louis, MO, United States.
  60. **Liu, B. F.**, \*Austin, L., & Jin, Y. (2011, May). *How audiences respond to crisis communication strategies: The interplay of information form and source* [Paper presentation]. International Communication Association Conference, Boston, MA, United States.
  61. 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 presentation]. International Public Relations Research Conference, Miami, FL, United States.
  62. **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 presentation]. International Public Relations Research Conference, Miami, FL, United States.

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63. **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 presentation]. Educators Academy, Public Relations Society of America, Washington, D.C., United States.
  64. **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*. [Research presentation]. Centers for Disease Control and Prevention's National Conference for Health Communication, Marketing, and Media, Atlanta, GA, United States.
  65. **Liu, B. F.**, \*Levenshus, A. B., & Horsley, J. S. (2010, August). *Bureaucrats, politicians, and communication practices: Toward a new model of government communication* [Paper presentation]. Association for Education in Journalism and Mass Communication, Denver, CO, United States.
  66. \*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 presentation]. International Communication Association Conference, Singapore.
  67. Horsley, J. S., **Liu, B. F.**, & \*Levenshus, A. B. (2009, August). *Expanding the government communication decision wheel with four levels of government* [Paper presentation]. Association for Education in Journalism and Mass Communication, Boston, MA, United States.
  68. Jin, Y., & **Liu, B. F.** (2009, August). *Strategic responses to influential external blogs: A model for managing blog-mediated crisis communication* [Paper presentation]. Association for Education in Journalism and Mass Communication, Boston, MA, United States.
  69. **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 presentation]. International Communication Association, Chicago, IL, United States. **\*3rd Place Faculty Paper Award, Public Relations Division.**
  70. **Liu, B. F.** (2008, October). *Government and corporate communicators: Peas in a pod or polar opposites?* [Paper presentation]. City-County Communications and Marketing Association Conference, Tahoe, NV, United States.
  71. **Liu, B. F.** (2008, August). *Distinguishing elite newspaper and A-list blog crisis coverage: A primer for public relations practitioners and academics* [Paper presentation]. Association for Education in Journalism and Mass Communication, Chicago, IL, United States.
  72. **Liu, B. F.**, & \*Levenshus, A. B. (2008, May). *Testing the government communication decision wheel: Toward a new theory of government public relations* [Paper presentation]. International Communication Association, Montreal, Canada.
  73. **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 presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States.

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74. **Liu, B. F.** (2007, August). *Framing emergency management communication: How to generate media coverage for disaster messages* [Paper presentation]. Association for Education in Journalism and Mass Communication, Washington, D.C., United States. **\*Outstanding Poster Award (3<sup>rd</sup> Place), Public Relations Division.**
  75. **Liu, B. F.** (2007, May). *Emergency management websites: Do they work?* [Paper presentation]. Maryland Emergency Management Association Director's Conference, Ocean City, MD, United States.
  76. **Liu, B. F.** (2006, November). *Emergency management websites: Do they work?* [Paper presentation]. International Association of Emergency Managers Conference, Orlando, FL, United States.
  77. **Liu, B. F.** (2006, August). *Going public to restore a tarnished image: A content analysis of President Bush's major post-Katrina speeches* [Paper presentation]. Association for Education in Journalism and Mass Communication, San Francisco, CA, United States.
  78. **Fisher, B. A.** (2005, May). *The ethical foundation of PR: An analysis of public relations firms' codes of ethics* [Paper presentation]. International Communication Association Conference, New York, NY, United States.
  79. **Fisher, B. A.** (2005, April). *People, not profits: Crisis communication in the public sector* [Research presentation]. International Academy of Business Disciplines Mini-Conference on Crisis Communication Management, Pittsburgh, PA, United States.
  80. **Fisher, B. A., & Horsley, J. S.** (2005, March). *From propagandists to professionals: Modeling public relations in the public sector* [Paper presentation]. Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Athens, GA, United States.
  81. **Fisher, B. A.** (2004, May). *Creating a cultural bridge: Analyzing the role and function of bilingual media* [Paper presentation]. International Communication Association, New Orleans, LA, United States.
  82. **Fisher, B. A.** (2004, March). *Mixed speech and the First Amendment: Analyzing Supreme Court decisions* [Paper presentation]. Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Tampa, FL, United States.
  83. **Fisher, B. A.** (2004, September). *Identifying bilingual media newspaper readers: Research method selection and effectiveness* [Paper presentation]. National Newspaper Association, Denver, CO, United States.
  84. **Fisher, B. A.** (2003, May). *Ethics of target marketing: Process, product or target?* [Paper presentation]. International Communication Association, San Diego, CA, United States.

## Workshops Developed

1. Instructor and Content Co-Developer, *Designing Effective Risk and Warning Communication*. Australian Institute for Disaster Resilience Clinics, 2017.

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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. Principal Investigator, "Combating Infodemics through Evidence-based Misinformation Management Strategies." Food and Drug Administration (FDA): \$224,478.00. September 2021-June 2024. Award No. 75F40121C00088 [Co-PI Yan Jin]
2. 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): \$368,676. September 2020-August 2023. Award No. NA20OAR4590454 [PI Anita Atwell Seate; Co-PIs Ji Youn Kim & Daniel Hawblitzel]
3. 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]
4. 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]
5. Principal Investigator, "Developing Crisis Leadership." U.S. Department of Homeland Security (DHS): \$91,580. July 2017-May 2018. Award No. 2012ST061CS0001  
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]

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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 for Disease Control 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)." 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, "Pandemic Readiness Initiative." University of Maryland Grand Challenges Impact Grant: \$400,000, March 2023-February 2025. [Joint PI: Cynthia Baur].
2. Principal Investigator, "Universities' Coronavirus Crisis Management: Challenges, Opportunities, and Initial Lessons Learned." University of Maryland Coronavirus Research Seed Grant Program: \$10,000, April 2020-October 2020.
3. 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]
4. 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

**Fellow of the International Communication Association (ICA), 2024**

**Distinguished Scholar-Teacher Award, University of Maryland, 2024**

**Graduate School Faculty Mentor of the Year Award, University of Maryland, 2022**

**Andrew D. Wolvin Outstanding Teaching Award, Department of Communication, University of Maryland, 2022**

**Philip Merrill Presidential Scholars Faculty Mentor Award, University of Maryland, 2021-2022**

**ADVANCE Leadership Fellow, University of Maryland, 2020-2021**

**Third Place Faculty Paper Award, Association for Education in Journalism and Mass Communication Public Relations Division, 2021.**

**Top Competitive Paper, Eastern Communication Association Applied Communication Division (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, 2015.**

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

**Second Place Paper Award**, Association for Education in Journalism and Mass Communication Public Relations Division, Wilcox Teaching Research Paper Competition, 2013.

**First Place Outstanding Poster Award**, Association for Education in Journalism and Mass Communication Public Relations Division, 2013.

**Third Place Faculty Paper Award**, Association for Education in Journalism and Mass Communication Public Relations Division, 2009.

**Third Place Outstanding Poster Award**, Association for Education in Journalism and Mass Communication Public Relations Division, 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, 2006.

**Top Paper Award**, Association for Education in Journalism and Mass Communication Southeast Colloquium Open Division, 2005.

**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

**Language, Communication, and Action** (COMM 476), fall 2021, spring 2022, fall 2022, spring 2024, fall 2024

**Risk and Crisis Communication** (COMM 698C), spring 2019, spring 2021

**Public Relations Management** (COMM 630), fall 2022

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## Teaching Innovations

Co-Developer and Guest Instructor, ***SPHL709: Reading Public Health Emergencies Through Information and Communication Research and Policy***. I co-developed this new course, which is an introduction for graduate students in any discipline to research on public health emergencies. In this course, faculty working on the Grand Challenges Pandemic Readiness Initiative, which I co-direct, help students build foundational knowledge on information and communication issues for future coursework and research. The course was offered for the first time in winter 2024.

Co-Developer, Trainer, and Social Science Expert, 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, 2018-2020.

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, 2014-2020.

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, 2014-2020.

## Advising: Undergraduate

1. Ezra Allswang, honors thesis committee chair, 2016-2017
2. Caitlin Smith, honors comprehensive examination committee chair, 2017-2018
3. Skye Haynes, honors thesis committee, 2018-2019

## Advising: Master's Students

### Advisor and Committee Chair

1. Michael Paquette (2013; Placement: Independent public relations consultant, Quito, Ecuador)
2. Andrea Narvaez (2011; Placement: Lois Paul & Partners, a FleishmanHillard agency)
3. Thomas Campbell (2011; Placement: Public Affairs Officer, U.S. Army)

### Member of Advisory Committee

1. Claire Tills (Communication, 2017)
2. David Connor (Communication, 2012)

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3. Stephanie Madden (Communication, 2011)
  4. Janna Raudenbush (Communication, 2011)
  5. Brian Keenan (Communication, 2010)

### **Advising: Doctoral Students**

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

1. Xin Ma (2024; Placement: Assistant Professor at University of Macau)
2. Olivia Truban (2024)
3. Yumin Yan (2023; Placement: Assistant Professor at Xiangtan University)
4. JungKyu Lim (2021; Placement: Digital Media Behavioral Scientist at the World Bank)
5. Brooke Witherow (2020; Placement: Assistant Professor at Hood College)
6. Julio Bermejo (2019; Placement: Assistant Professor at California State University, Fullerton)
7. Tyler Page (2018; Placement: Assistant Professor at Mississippi State University, now an Assistant Professor at the University of Connecticut)
8. Julia Fraustino (2016; Placement: Assistant Professor at West Virginia University)
9. Melissa Janoske (2014; Placement: Assistant Professor at the University of Memphis)
10. Abbey Levenshus (2012; Placement: Assistant Professor at the University of Tennessee)
11. Courtnee Connon (ongoing)
12. Lahne Mattas-Curry (Communication, ongoing)

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

1. Jeannette Viens Iannacone (Communication, 2023)
2. Yuan Wang (Communication, 2023)
3. Junhan Chen (Communication, 2022)
4. Allison Chatham (Communication, 2021)
5. Sarah Aghazadeh (Communication, 2020)
6. Sumin Fang (Communication, 2020)
7. Samantha Stanley (Communication, 2020)

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8. Luke Capizzo (Communication, 2019)
  9. Sylvia Guo (Communication, 2019)
  10. Ning Xie (Communication, 2018)
  11. Sifan Xu (Communication, 2018)
  12. Timothy Penn (Communication, 2018)
  13. Michael Distler (Criminology and Criminal Justice, 2017)
  14. Daren Fisher (Criminology and Criminal Justice, 2017)
  15. Brandon Behlendorf (Criminology and Criminal Justice, 2016)
  16. Amanda Kennedy (Communication, 2016)
  17. Liang Ma (Communication, 2016)
  18. Stephanie Madden (Communication, 2016)
  19. Omi Hodwitz (Criminology and Criminal Justice, 2015)
  20. Erin Miller (Criminology and Criminal Justice, 2015)
  21. Susan Allen (Communication, 2014)
  22. Kelly Daily (Communication, 2014)
  23. Chandria Jones (Behavioral and Community Health, 2014)
  24. Jarim Kim (Communication, 2014)
  25. Rowena Kirby-Straker (Communication, 2014)
  26. Leysan Khakimova (Communication, 2013)
  27. Rowena Briones (Communication, 2013)
  28. Mara Hobler (Communication, 2012)
  29. Deepa Anagondahalli (Communication, 2012)
  30. Beth Sundstrom (Communication, 2012)
  31. Lucinda Austin (Communication, 2011)
  32. Sarah Evans (Communication, 2011)

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33. Christina Skubisz (Communication, 2011)
  34. Hafiz Taufiq Ahmad (Communication, ongoing)
  35. Morgan Adle (College of Information Studies, ongoing)
  36. Najwa Nishaa Albaqami (Communication, ongoing)
  37. Siqiao Austin Ao (Communication, ongoing)
  38. Ashley Aragon (Communication, ongoing)
  39. Lahne Mattas-Curry (Communication, ongoing)
  40. Umisha KC (Communication, ongoing)
  41. Anani Yao Kuwornu (Communication, ongoing)
  42. Saymin Lee (Communication, ongoing)
  43. Tania Nachrin (Communication, ongoing)
  44. Faith Otchere (Communication, ongoing)
  45. Bani Saluja (Behavioral and Community Health, ongoing)
  46. Jiawen Zhang (Communication, ongoing)

### **Advising: Postdoctoral Students**

1. Emina Herovic (2017-2020; Placement: National Institute of Standards and Technology)
2. Irina Iles (2017-2019; Placement: National Cancer Institute)
3. Michael Egnoto (2015-2017; Placement: Walter Reed Army Institute of Research)
4. Elizabeth Petrun Sayers (2013-2014; Placement: Associate Behavioral and Social Scientist, RAND Corporation)
5. Benjamin Nickels (2009-2011; Placement: Assistant Professor, Africa Center for Strategic Studies, National Defense University)

### **Mentorship**

#### **Faculty**

*Mentor* for Associate Professor Ganga Dhanesh, 2023-2024

*Mentor* for Assistant Professor Nana Kwame Osei Fordjour, 2024

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*Mentor for Associate Professor Catherine Knight Steele, 2023-2024*

*Mentor for Associate Professor Nicholas Joyce, 2023-2024*

*Mentor for Assistant Professor Ioana Coman, Texas Tech University, 2022-2024. Volunteer as part of the faculty mentoring program sponsored by the Public Relations Division of the Association for Education in Journalism and Mass Communication.*

*Facilitator for the ADVANCING Together Peer Network, 2021-2022. Led a series of workshops for associate professors who identify as women to enhance agency in career advancement to full professor.*

*ADVANCE Professor for the College of Information Studies, 2019-2021. Provided mentorship to faculty who identify as women 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.*

*Mentor for Assistant Professor Sun Young Lee, 2021-2022*

*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, 2019, 2023.

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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 the First-Year Innovation and Research Experience students that I mentored).

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, Editorial Board Membership, and Other Reviewing**

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

Editorial Board, *Communication Quarterly*, 2010-2012

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

Editorial Board, *Journal of Contingencies and Crisis Management*, 2023-present

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

Editorial Board, *Journal of International Crisis & Risk Communication Research*, 2017-2023

Editorial Board, *Journal of Applied Communication Research*, 2014-2023

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

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

Reviewer, *Weather, Climate, & Society*, 2017-present

Reviewer, *Journal of Operational Meteorology*, 2020-present



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## Reviewing Activities for Government Agencies

Panel member, National Science Foundation Decision, Risk, and Management Sciences Program, 2022-ongoing

Report reviewer, National Academies of Sciences, Engineering, and Medicine Societal Experts Action Network, 2021

Grant reviewer, Czech Science Foundation, 2021

Grant reviewer, National Oceanic and Atmospheric Administration, 2021, 2022

Grant reviewer, Swiss National Science Foundation, 2020

Grant reviewer, Department of Homeland Security, 2017

Grant reviewer, Research Foundation - Flanders, 2017

Grant reviewer, National Science Foundation, 2016, 2017, 2022

## Campus Service

### Department of Communication

Chair, Salary Advisory Committee, 2024

Member, Certification in Education for Academic Programs in Public Relations (CEPR) Committee, 2024-2025

Chair, Public Relations Faculty Search Committee, 2022

Chair, Planning Committee for Certification in Education for Academic Programs in PR, 2023

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

Public Relations Track Coordinator, 2021-2023

COMM 332 Course Supervisor, 2021-2022

COMM 483 Course Supervisor, 2021-2023

COMM 351 Course Supervisor, 2021-2023

Professional Track Faculty Mentor, 2019-2022

Library Liaison, 2020-2022

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

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Chair, Ad hoc Wellness Committee, 2018

Member, Graduate Studies Committee, 2010-2016; 2018

Member, Appointment, Promotion, and Tenure (APT) Committee, 2012-present

Co-Chair, Initial Review Committee for the Promotion Review of Associate Professor Kristy Maddux, 2023-2024

APT Committee Chair, 2022-2023, 2024-2025

Chair, Post-tenure Review Committee for Associate Professor Anita Atwell Seate, 2023

Chair, Post-tenure Review Committee for Professor Xiaoli Nan, 2023

Member, Initial Review Committee for the Tenure Review of Assistant Professor Catherine Knight Steele, 2021-2022

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

Member, Initial Review Committee for the Post-Tenure Review of Associate Professor Dale Hample, 2017-2018

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

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

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

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

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

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

Member, Toth Outstanding PR Student Award Committee, 2018

Member, Administrative Committee, 2014-2016

Co-Director of Graduate Studies, 2014-2016

Chair, Salary Advisory Committee, 2016

Member, Salary Advisory Committee, 2015

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

Secretary, Faculty Advisory Council, 2012-2013

Chair, Public Relations Faculty Search Committee, 2011

Secretary, Department of Communication Assembly, 2010

Chair, Colloquia Committee, 2009-2010

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

Member, Banneker/Key Scholarship Committee, 2017

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

### **University**

Member, Inaugural ADVANCE Internal Advisory Board, 2023-present

ADVANCING Together Facilitator, 2021-2022

ADVANCE Professor, College of Information Studies, 2019-2021

Member, Council of Associate Deans for Faculty Affairs (CADFA), 2020-2022

Member, Council of Associate Deans for Graduate Education (CADGE), 2020-2022

Member, Graduate Council Policies, Curricula, and Course (PCC) Committee, 2020-2022

Member, Senate Academic Procedures and Standards (APAS) Committee, 2020-2022

Member, Senate Programs, Curricula, and Courses (PCC) Committee, 2020-2022

Member, Vice President's Advisory Committee (VPAC), 2020-2022

Member, Faculty Committee on COVID-19 Cognition and Behavior, 2020-2021

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

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

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

Member, Senate Faculty Affairs Committee, 2016-2018

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

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

Judge, Public Health Research @ Maryland Day, 2016

Member, ADVANCE Seed Grant Selection Committee, 2014

Member, Honor Review Board, 2010-2012

## **University System of Maryland**

Preparing for the Next Pandemic Workshop, University System of Maryland COVID Research and Innovation Task Force, 2021

## **Off-campus Service**

Member, Academic Core, Crisis Communication Think Tank, University of Georgia, 2024-present

Member, Executive Committee, Societal Experts Action Network, National Academy of Sciences, Engineering, and Medicine, 2024-2025

Member, Grunig & Grunig Dissertation Award Committee, Public Relations Division of the International Communication Association, 2022, 2023

Member, National Science Foundation Advisory Panel for the Decision, Risk, and Management Sciences (DRMS) Program, 2022-2024

Member, National Oceanic and Atmospheric Administration's Science Advisory Board, 2021-2024

Mentor for Assistant Professor Ioana Coman (Texas Tech University), Public Relations Division of the Association for Education in Journalism and Mass Communication, Faculty Mentoring Initiative, 2022-2024

Mentor, Ph.D. Student Dissertation Workshop, Public Relations Division of the International Communication Association, 2023, 2018

Member, 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, 2020-2022

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

Member, Impact360 Alliance Steering Committee, a nonprofit organization that bridged 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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Member, National Academy of Sciences, Engineering, and Medicine Committee: Future of  
Emergency Alert and Warning Systems: Research Directions, 2016-2017

Member, Food and Drug Administration's Risk Communication Advisory Committee, 2013-2017

Member, Center for Media + Health Advisory Board at the Virginia Commonwealth University,  
2013-2016