



INTERNATIONAL
**CRISIS & RISK
COMMUNICATION**
CONFERENCE

These proceedings are a representative sample of the presentations given by professional practitioners and academic scholars at the 2021 International Crisis and Risk Communication Conference (ICRCC) held virtually March 8-10, 2021. 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 2021 conference emcee was Lindsay Hudock, Advertising/Public Relations Professor, Nicholson School of Communication and Media, University of Central Florida. She guided the virtual event flawlessly throughout the conference.

Attendees from Brazil, Canada, Greece, Indonesia, Italy, Malaysia, Nigeria, Sweden, Switzerland, Turkey, United Kingdom, United States, and Venezuela discussed communication issues related to COVID-19, vaccination hesitancy, higher education, emergency warnings and disaster responses, organizational crises, environmental crises, climate change, social justice, reputation management, Flint water crisis, church leadership, political crises, social media dis- and mis- and ma-l information, among others. They represented a myriad higher education institutions, as well as professional organizations including the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC), Griffin Communication Group, Universal Parks and Resorts, Advent Health, First Watch Restaurants, Alliant Group, among others.

Honorees for 2021 were:

PRACTITIONER AWARD: EXCELLENCE IN PROFESSIONAL PRACTICE

Gwen Griffin, Founder and CEO of the Griffin Communication Group

BRIDGE AWARD: EXCELLENCE IN CONNECTING RESEARCH AND PRACTICE

Dr. Michael Osterholm, Director of the Center for Infectious Disease Research and Policy, member of President Biden's COVID-19 Advisory Board

UNIVERSITY OF GEORGIA CRISIS COMMUNICATION AWARD FOR TOP STUDENT PAPER/POSTER

Sofia Salazar Carballo, Ph.D. Student, University of Central Florida

"When a pandemic impacts the most vulnerable: Analyzing risk message aimed at Hispanics about COVID-19"

Rhonda Oberlin Nowak, Ph.D. Candidate, Regent University

"Communicating crisis to youth: The role of caregiver crisis communication in youth sensemaking and recovery in traumatic events"

POSTER AWARDS

- 1st Place: Lisa Bergson and Thomasena Shaw, Bridgewater State University, USA
"Stakeholders' responses to the COVID-19 pandemic: A blueprint for health crisis communication"
- 2nd Place: Marc David, Marie-Eve Carignan, Olivier Champagne-Poirer, & Tracey O'Sullivan. University of Sherbrooke, CANADA
"When the media play with fire: An analysis of the journalistic coverage of four fire-related Canadian disasters"
- 3rd Place (TIE):
- Dr. Alben Björck & MSc Frederike Scholze, Zurich University, Switzerland
"The dynamic of organizational crisis: Impact of a crisis development and changing crisis communication on consumer reactions"
- Ronda Nowak, Regent University and Michael Baker International, USA
"Communicating crisis to youth: The role of caregiver crisis communication in youth sensemaking and recovery in traumatic events"
- Sofia Salazar Carballo, University of Central Florida, USA
"When a pandemic impacts the most vulnerable: Analyzing risk message aimed at Hispanics about COVID-19"

PEOPLE’S CHOICE (TIE):

Dr. Jeffrey Brand, University of Northern Iowa, USA
"George Floyd protests and local crisis engagement strategies: Destination marketing organization efforts to address community stakeholder challenges"

Dr. Quingjiang Yao, Lamar University, USA
"An ethical framework for communicating public health crises: A case analysis of the COVID-19 pandemic"

If you are interested in finding out more about the conference, feel free to contact anyone on the planning team:

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On behalf of the ICRCC Planning Committee, we invite you to consider joining us in person (hopefully) for the 2022 conference on March 7-9, 2022 in beautiful sunny Orlando, Florida.

Additional Thanks to

Patric R. Spence, ICRCC Proceedings Associate Editor, Nicholson School of Communication and Media

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ISSN: 2576-9111

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INTRODUCTION TO THE PROCEEDINGS

The annual International Crisis and Risk Communication Conference (ICRCC) took place March 9-11 2020 in sunny Orlando, Florida. Few could fathom that a worldwide travel ban would begin days later and many would be isolated as they worked from home for the next year. Today, more than a year later, many continue to work from home as we wait our turn to get vaccinated and, ultimately, to return to life as usual . . . or, rather, to a post-pandemic “new normal.” As has been the case for many professional gatherings over the course of the year, we hosted the 2021 ICRCC virtually March 8-10, 2021. It did not come as a surprise to see so many presentations focused on some aspect of risk or crisis communication related to COVID-19. However, it was interesting to see how many disparate angles the scholars took ranging from health and education to image management and restoration to preparedness, response, and recovery. It follows that the manuscripts included here are both diverse and informative regarding the prolonged isolated COVID-19 pandemic crisis as it informs effective risk and crisis communication around the world. The manuscripts are arranged into four groups: Global Perspectives, Risk Communication and Preparedness, Crisis Response, and Recovery and Renewal. The world has not experienced a global pandemic of this magnitude since the deadly Spanish influenza in 1917-1918. Unfortunately, health experts around the world warn us that it will not be the last. What we learn from scholarship such as the articles included here will surely help us navigate the “new normal” that lies ahead.

Respectfully,

Dr. Deanna Sellnow

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