

**Shari R. Veil**  
**College of Journalism and Mass Communications**  
**University of Nebraska-Lincoln**

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## **Education**

**Ph.D. Communication, North Dakota State University, Fargo, ND, 2006**  
Research Area: Risk and Crisis Communication / Cognate: Food Safety

**MBA Business Administration, University of Mary, Fargo, ND, 2002**  
Project Emphasis: Marketing

**B.S. Communication, University of Mary, Bismarck, ND, 2001**  
Concentration: Public Relations / Minor: Business Administration

## **Academic Leadership Experience**

**Dean, College of Journalism and Mass Communications**  
University of Nebraska, Lincoln, NE, July 2020-present

- College Profile (Census Date, Fall 2020)
  - Full-time Faculty: 33
  - Full-time Staff: 14
  - Enrollment: 1238
  - Student Credit Hours Served: 23,287 (2-year average)
  - Undergraduate Majors: Advertising & Public Relations, Broadcasting, Journalism, Sports Media & Communication
  - Masters Programs: Integrated Media Communications, Professional Journalism
  - Graduate Certificates: Financial Communications, PR & Social Media
- Responsibilities
  - Oversee strategic, programmatic, financial, fundraising, and management operations that support the mission and vision of the College of Journalism and Mass Communications and its role within the university and state
  - Serve as a public voice to develop the reputation of the college on national and international stages, and within the profession and private industry
  - Enact the college and university commitment to diversity, equity and inclusion
  - Recruit and retain distinguished faculty, staff and students at all levels
  - Promote and support a strong research and creative activity agenda, including attracting external funding from federal agencies, corporations and foundations
  - Promote and support academic programs and student engagement, success, persistence, retention, graduation and placement
  - Engage alumni, donors and external supporters to advance the college mission

**Associate Dean for Undergraduate Affairs, College of Communication and Information**

University of Kentucky, Lexington, KY, July 2014-June 2020

- Undergraduate Profile (Census Date, Fall 2019)
  - Full-time Staff: 9
  - Undergraduate Enrollment: 1931
  - Majors: Communication, Information Communication Technology, Integrated Strategic Communication, Journalism, Media Arts & Studies
  - Minors: Communication, Information Studies, Journalism Studies, Media Studies
  - Certificates: Health Communication, Innovation and Entrepreneurial Thinking
  - Living Learning Community: CI Connect
- Responsibilities
  - Oversaw recruitment, advisement, retention, and progression for all undergraduate programs across the college, including admission, probation, suspension, withdrawal, and appeals
  - Chaired the College Retention Committee and served on the College Leadership Team and University Academic Associate Deans Council, Undergraduate Leadership Council, Student Success Committee, and Wildcat Foundations First-Year Implementation Committee
- Major Accomplishments in Undergraduate Affairs 2014-2020
  - Increased fall enrollment by 23% (1,570 to 1931); UK flat (22,347 to 22,351)
  - Increased staff from 2 to 9; All students are assigned a professional academic advisor
  - Required contracts and assigned academic coaches for probation students
  - Increased degrees awarded by 31.7% (369 to 486); UK +28% (3,988 to 5,105)
  - Implemented cohort enrollment for all incoming freshman
  - Utilized Canvas Learning Management System, Microsoft Teams, and Zoom Video Conferencing to move all advising operations online during COVID-19 pandemic
  - Developed and staffed college-specific sections of UK 101 Academic Orientation
  - Increased first-year retention by 5.5% (81.9 to 87.4%); UK +2.3% (82.7 to 85%)
  - Increased first-year URM retention by 7% (79.1 to 86.1%); UK +2.5% (76.1 to 78.6%)
  - Implemented orientation modules for all students progressing in the College
  - Increased 6-year grad rate by 5.4% (61.1 to 66.5%); UK +5.9% (60.2 to 66.1%)
  - Increased 6-year URM grad rate by 31% (34.8 to 65.8%); UK +10.8% (45.2 to 56%)
- Related Professional Development
  - SEC Academic Leadership Program (2018-2019)
  - Professional Fundraising for Academic Leaders (Spring, 2018)
  - Mental Health First Aid Training (Fall, 2018)
  - Women in Executive Leadership Development (2016-2017)
  - Unconscious Bias Learning Lab (Summer, 2016)
  - Tableau Data Analytics Workshop (Summer, 2015)

**Chair, Department of Communication**

University of Kentucky, Lexington, KY, April 2017-June 2020

- Department Profile (Census Date, Fall 2019)
  - Full-time Faculty: 25
  - Full-time Staff: 3
  - Enrollment: 565
  - Student Credit Hours Served: 18,425 (2-year average)
  - Major Options: Business and Organizational, Health, Human, Digital and Mass, and Sport Communication
- Responsibilities
  - Oversaw the operation and budget of departmental programs including resources, strategic planning, personnel, curriculum and assessment, and student success
  - Supported the MA and Ph.D. programs in Communication by releasing faculty to teach, advise, and serve on committees and by providing training, supervision, and administrative support for teaching assistants in the programs
- Major Accomplishments in the Department of Communication 2017-2020
  - Hired six new faculty in one year (4 tenure-track, 2 lecturers)
  - Increased summer revenue by 10% (\$50,155)
  - Awarded \$100,000 budget infusion to develop and launch new online programs
  - Developed online degree completion program, returning 60% of net tuition revenue
  - Developed a new major option in Sport Communication
  - Successfully moved the department to another building in two months
  - Moved all courses and programs online during COVID-19 pandemic
  - Completed \$32,500 renovation to dilapidated office spaces
  - Completed \$38,000 renovation to building cooling system
  - Passed revised department statements of evidence for tenure & promotion, admission requirements and policies & procedures
- Related Professional Development
  - Rethinking Mentoring, National Center for Faculty Development (Spring, 2018)
  - Chair's Academy II, University of Kentucky (Spring, 2018)
  - Chair's Academy, University of Kentucky (Spring, 2015)

**Director of Advising and Student Success, Department of Communication**

University of Kentucky, Lexington, KY, July 2013-July 2016

- Responsibilities
  - Oversaw the appointment and evaluation of departmental faculty advisors, evaluated course equivalencies for transfers, and rendered decisions on appeals
- Major Accomplishments in the Department of Communication 2013-2016
  - Created a path for students to transfer from business major/communication minor to communication major/business minor
  - Increased majors by 21.2% (457 to 554)
  - Increased minors 208.3% (108 to 333)
  - Increased degrees awarded by 48.5% (136 to 202)
  - Awarded over \$4500 by the Office of Institutional Diversity and College Diversity Committee to host a series of events to increase diversity in the major
  - Increased URM enrollment in major and minor combined by 133% (82 to 191)

- Related Professional Development
  - E-Learning Innovation Training (2014-2015)
  - SAP, Student Lifecycle Management, Event Planning (Summer, 2014)

### **Director, Risk Sciences Division, College of Communication and Information**

University of Kentucky, Lexington, KY, June 2010-July 2014

- Division Profile
  - The Risk Sciences Division brings together researchers across disciplines to provide broader, more systemic, and interdisciplinary approaches for understanding how to communicate about risk, disasters, and crises
- Responsibilities
  - Coordinated research, graduate education, and training programs
- Major Accomplishments as Director 2010-2014
  - Procured over \$1 million in extramural funding as principal investigator or co-investigator on division-supported projects
  - Developed courses and curriculum for the Graduate Certificate in Risk Sciences
  - Delivered over 30 invited presentations and workshops for local, state, federal, and international agencies and associations
  - Served on the Executive Board of the Lexington Emergency Planning Committee
- Related Professional Development
  - EOC Training for CSEPP Full Scale Exercise (Fall, 2014)
  - FBI InfraGard Corporate Security Symposium (Spring, 2014)
  - American Red Cross Shelter Agreement Training (Spring, 2013)
  - University of Kentucky Emergency Planning Coordinator Training (Fall, 2012)
  - Lexington-Fayette Community Emergency Response Team Training (Fall, 2011)
  - PIO Team and Joint Information System Workshop (Summer, 2011)
  - FEMA-EMI Senior Officials All-Hazards Workshop (Fall, 2010)

### **Director/Associate Director, Center for Risk and Crisis Management**

University of Oklahoma, Norman, OK, July 2007-May 2010 (Director, 2009-2010)

- Center Profile
  - The CRCM is an interdisciplinary research center that studies risk, risk perception, and crisis management in several substantive domains including energy and the environment, weather and climate, national security and terrorism, and the social dynamics of complex technologies
- Responsibilities
  - Coordinated research, graduate education, and community engagement
- Major Accomplishments as Director/Associate Director 2007-2010
  - Procured over \$300,000 in internal and external funding as principal investigator or co-investigator on center-supported projects
  - Developed curriculum for the Graduate Certificate in Risk & Crisis Management
  - Developed the Statewide Continuity of Operations Plan and Implementation Guide for the Oklahoma Office of Homeland Security
- Related Professional Development
  - FEMA-EMI Continuity of Operations and Incident Command (Summer, 2009)
  - FEMA-EMI Higher Education Conference (Summer, 2008)

## Faculty Appointments

### University of Nebraska, College of Journalism and Mass Communications, Lincoln, NE

- Professor with Tenure, Advertising & Public Relations, July 2020-present

### University of Kentucky, College of Communication and Information, Lexington, KY

- Research Fellow, Risk Sciences Division, August 2010-June 2020
- Professor with Tenure, Department of Communication, July 2018-June 2020
- Associate Professor with Tenure, Department of Communication, July 2013-June 2018
- Assistant Professor, Department of Communication, August 2010-June 2013

### University of Oklahoma, Gaylord College of Journalism and Mass Comm., Norman, OK

- Research Fellow, Center for Risk & Crisis Management, August 2007-May 2010
- Assistant Professor, Strategic Communication, August 2006-May 2010

### North Dakota State University, College of Arts & Sciences, Fargo, ND

- Research Fellow, Risk and Crisis Communication Project, January 2004-May 2007
- Graduate Teaching Assistant, Department of Communication, August 2002-May 2006

## Professional Industry Experience

### Director of Marketing Services, Park Co. Realtors, Fargo, ND, May 2001-May 2006

- Developed and implemented the strategic plan, managed the marketing budget and agency relationship, coordinated community events, developed and managed the websites, designed the strategic communication campaigns and advertising for 100+ agents

### Marketing Coordinator, Medcenter One Health Systems, Bismarck, ND, Oct. 2000-May 2001

- Wrote articles and managed the art direction as the editor of *Inside Medcenter One*, quarterly external magazine, and *Good For You!* monthly wellness publication

### Director of Marketing & Sales, Bismarck Bobcats Hockey, Bismarck, ND, July 2000-Oct. 2000

- Sold and bartered placement advertising, arranged press opportunities, and oversaw all game day activities including promotions, ticket sales, security, and concessions

### Mortgage Loan Processor, Kirkwood Bank & Trust, Bismarck, ND, March 1998-July 2000

- Verified application information, assembled final loan packages, sorted daily transactions, organized statements, managed bond collections, and served customers

### Volunteer, Friends of Byron Dorgan for U.S. Senate, Bismarck, ND, Aug. 1998-May 1999

- Worked with U.S. Senator Dorgan's reelection campaign staff to solicit support, coordinate public appearances, and create advertising campaigns

### Public Affairs Workstudy, University of Mary, Bismarck, ND, Aug. 1997-Dec. 1998

- Wrote the bi-weekly on-campus newsletter and press releases on campus news

## Academic Program Development

**Online BA/BS Degree Completion in Communication** (Chair, Dept. of Communication): Funded by the UK Provost's Office as part of Our Path Forward and UK Online initiatives to develop and deliver the undergraduate degree in communication online. 2018. \$100,000.

**Challenging Campus Communication** (Chair, Dept. of Communication Student Success Committee): Funded by the UK Office of Institutional Diversity to host an expert panel of scholars and practitioners accomplished in conflict management, positive dialogue, and media literacy to equip students with strategies to help them engage in respectful conversations with those who are different from themselves. 2017. \$950.

**Summer Bridge Program** (Associate Dean for Undergraduate Affairs): Approved for funding by the UK Senior Vice Provost of Academic Affairs and sponsored by the Colleges of Communication & Information, Business & Economics, and Education to offer a summer program for at-risk freshmen that focuses on entry points to careers in sports communication, management, or leadership. 2016. \$427,075.

**Proposal to Increase Student Success** (Associate Dean for Undergraduate Affairs): Funded by the UK Senior Vice Provost of Academic Affairs to host a series of progression meetings for College of Communication and Information students and organize a student-alumni networking event. 2016. \$9,359.

**Implicit Bias in Mass Media** (Chair, Dept. of Communication Student Success Committee): Funded by the UK College of Communication and Information Diversity Committee to host a discussion panel to elicit and inspire a campus-wide conversation about mass media and mass society's perpetration of implicit bias of others through stereotypical representations. 2016. \$720.

**eLearning Innovation Initiative Award** (Director, Risk Sciences Division): Funded by the UK Provost of Analytics and Technology and the Center for the Enhancement of Learning and Teaching to engage in an intensive faculty development program and Faculty Learning Community for online and blended learning innovation. 2014 – 2015. \$6,000.

**Education Abroad Program Site Visit Grant** (Director of Advising and Student Success): Funded by the UK Study Abroad office to visit and review curriculum offered at partner university, Versalius College, Brussels, Belgium. 2014. \$200.

**Demonstrating and Encouraging Diversity in the Major** (Chair, Dept. of Communication Student Success Committee): Funded by the UK College of Communication and Information Diversity Committee to host a health communication panel discussion on minority health disparities in partnership with the UK Martin Luther King Center. 2014. \$2,960.

## Research Grants and Contracts

**Leading Through Adversity** (Consultant): Funded by the Kentucky League of Cities to develop and lead a workshop on coalition building, creative problem solving, issues management, and continuity of operations planning for Kentucky Mayors and City Council Chairs. November 2019. \$1800. S. Veil, UK Dept. of Communication, PI

**Cultivating Strategic Mindsets** (Consultant): Funded by the Kentucky Association of Children's Advocacy Centers to develop and lead a workshop on team building, creative problem solving, strategic planning, conflict management, issues management, crisis communication, and business continuity planning for the Children's Advocacy Centers of Kentucky. November 2018. \$1950. S. Veil, UK Dept. of Communication, PI

**Threat Perception, Media Use, and Community Readiness** (Principal Investigator): Funded by the College of Communication and Information Research and Creative Activities Program to analyze county preparedness surveys with the Chemical Stockpile Emergency Preparedness Program. May 2018 – June 2019. \$900. S. Veil, UK Dept. of Communication, PI

**Terrorism and Disaster Coalition for Child and Family Resilience** (Consultant): Funded by the Substance Abuse and Mental Health Services Administration to adapt the National Child Traumatic Stress Network to support children, adolescents, and families who have experienced extreme exposure and losses. August 2017 – July 2018. \$3 million. Project Budget \$12,000. H. Osofsky, LSU-HSC School of Medicine Psychiatry, PI

**Advancing the Robust Case Study II, Year 4** (Co-Investigator): Funded by the National Center for Food Protection and Defense to finalize a series of case analyses and conduct message testing using multiple media sources in a foodborne outbreak. November 2013 – June 2014. \$146,663. T. Sellnow, UK Dept. of Communication, PI

**Community Engagement and Case Analysis** (Co-Investigator): Funded by the Environmental Protection Agency to examine previous contamination cases and provide lessons learned for the development and testing of risk communication strategies during and after the decontamination/clearance of an intentional biological release. October 2011 – April 2014. \$369,233. P. Cupp, UK Dept. of Communication, PI

**Advancing the Robust Case Study II, Year 3** (Co-Principal Investigator): Funded by the National Center for Food Protection and Defense to assess the relationship between agency, organization, and industry communication to media and social media coverage and identify message strategies for protection. September 2012 – August 2013. \$149,835. T. Sellnow, UK Dept. of Communication, PI

**Instructional Strategies for Tailoring Risk Communication Messaging, Year 2** (Co-Principal Investigator): Funded by the National Center for Risk and Economic Analysis of Terrorism Events to assess best practices for crisis communication and test inoculation messages that have the capacity to bolster public confidence even after a catastrophic event. September 2012 – August 2013. \$25,000. T. Sellnow, UK Dept. of Communication, PI

**Community Resilience and Public Libraries: Post Crisis Information and Connectivity**

(Principal Investigator): Funded by the Natural Hazards Center to identify and describe the services and activities of public libraries related to disaster preparedness, response, and recovery in tornadic events. June 2012 – September 2012. \$1,300. S. Veil, UK Dept. of Communication, PI

**Advancing the Robust Case Study II, Year 2** (Co-Principal Investigator):

Funded by the National Center for Food Protection and Defense to track traditional and social media coverage of food contamination outbreaks and test the veracity of messages used through experimental design. September 2011 – August 2012. \$144,730. T. Sellnow, UK Dept. of Communication, PI

**Instructional Strategies for Tailoring Risk Communication Messaging, Year 1** (Co-Principal Investigator):

Funded by the National Center for Risk and Economic Analysis of Terrorism Events to develop communication strategies to reduce fear and increase the likelihood of consumers taking appropriate actions to mitigate a terrorism event. September 2011 – August 2012. \$34,175. T. Sellnow, UK Dept. of Communication, PI

**Advancing the Robust Case Study II, Year 1** (Co-Principal Investigator):

Funded by the National Center for Food Protection and Defense to track media coverage and message convergence in food contamination outbreaks. September 2010 – August 2011. \$147,425. T. Sellnow, UK Dept. of Communication, PI

**Social Media Constraints and Opportunities** (Co-Principal Investigator):

Funded by the National Center for Food Protection and Defense to generate feedback regarding the degree to which messages are reported accurately in social media. October, 2009 – April, 2011. \$31,151. M. Palenchar, University of Tennessee Dept. of Strategic Communication, PI

**Continuity of Governments Plan** (Principal Investigator):

Funded by the Oklahoma Office of Homeland Security to coordinate representatives from each of the cabinets and develop an implementation plan for government agency coordination in a disaster. May 1 – December 1, 2009. \$48,510. S. Veil, OU College of Journalism, PI

**Risk Communication in Case of Intentional Food Contamination** (Co-Investigator):

Funded by the National Center for Risk and Economic Analysis of Terrorism Events. Subcontract with the University of Southern California to conduct message testing on learning styles and their effect on behavioral intentions in a food contamination outbreak. October, 2008 – August, 2010. \$84,281. T. Sellnow, NDSU Dept. of Communication, PI

**Institute for Integration of Research on Climate Change and Hazards in the Americas**

(Instructor): Funded by the National Science Foundation to co-organized a two-week institute to identify, engage, and integrate a new generation of scholars with on-going studies directed at climate change and hazards. September, 2009 – August, 2010. \$99,563. P. Solis, Association of American Geographers, PI



**Competitive College Investment Fund (Co-Investigator):** Funded by the University of Oklahoma Office of the Vice President for Research to support the creation and enhancement of research organizations at the college and departmental levels. 2008 – 2009. \$50,000. H. D. O’Hair, OU Dept. of Communication, PI

**Office of Homeland Security Stakeholders Workshop (Consultant):** Funded by the Oklahoma Office of Homeland Security to facilitate a two-day workshop to improve communication among the Office of Homeland Security, Regional Response Council, and Emergency Responders. Fall, 2008. \$13,432. H. D. O’Hair, OU Dept. of Communication, PI

**Diversifying the Diverse Publics (Co-Investigator):** Funded by the Ford Foundation through the Gaylord College Institute for Research and Training to facilitate collaborative partnerships of faculty, students and citizens to study and solve problems facing communities in Oklahoma and around the world involving media, communication, and civil society. 2007 – 2009. \$11,000. M. Carstarphen, OU College of Journalism, PI

**Faculty Enrichment Grant (Principal Investigator):** Funded by Gaylord College of Journalism and Mass Communication to research the adoption of Radio Frequency Identification (RFID) tags for tracking cattle in Oklahoma. 2006 – 2007. \$2,500. S. Veil, OU College of Journalism, PI

**Crisis Response Project: Ready, Set, Plan (Instructor):** Funded by the USDA-CSREES to conduct a workshop for university and extension administrators and communicators on risk and crisis planning. 2005 – 2006. \$43,001. K. Boone, Kansas State University College of Agriculture, PI

**National Center for Food Protection and Defense (Research Fellow):** Funded by the Department of Homeland Security to study the risks and economic impact of agroterrorism and prevention measures to combat a potential attack. 2005 – 2006. Project budget \$60,000. W. Houston, University of Minnesota College of Veterinary Medicine and School of Public Health, PI

**Biosecurity, Disease Surveillance and Food Safety (Research Assistant):** Funded by a Federal Relations Grant through the USDA to study the potential of radio frequency identification in mitigating animal disease outbreaks. 2004 – 2007. \$1.25 million. Project budget \$69,000. D. Freeman, NDSU Department Veterinary and Microbiological Sciences, PI

## Scholarship

\*Graduate Student Co-Author

## Peer Reviewed Journal Articles

\*Woods, C. L., & Veil, S. R. (2020). Balancing transparency and privacy in a university sexual misconduct case: A legal public relations case study. *Journal of International Crisis & Risk Communication*, 3(1), 103-136. doi: doi.org/10.30658/jicrcr.3.1.5

Veil, S. R., \*Woods, C. L., & Hecht, R. D. (2018). The journalist as the audience: Evaluating the U.S. Navy’s “Sailor for a Day” campaign. *Public Relations Review*, 44(5), 717-723. doi:10.1016/j.pubrev.2018.08.010

- Veil, S. R., & \*Anthony, K. E.** (2017). Exploring public relations challenges in a compounding crisis: The pariah effect of toxic trailers. *Journal of Public Relations Research*, 29(4), 141-157. doi:10.1080/1062726X.2017.1355805
- Yang, A., & **Veil, S. R.** (2017). Nationalism versus animal rights: A semantic network analysis of value advocacy in corporate crisis. *International Journal of Business Communication*, 54(4), 408-430. doi:10.1177/2329488415572781
- \*Wombacher, K., \*Reno, J., & **Veil, S. R.** (2017). Nekonnominate: Social norms, social media and binge drinking. *Health Communication*, 32(5), 596-602. doi:10.1080/10410236.2016.1146567
- \*Herovic, E., & **Veil, S. R.** (2016). Some lines bring us together: Sport as crisis renewal in Bosnia-Herzegovina. *Communication, Culture, and Critique*, 9(4), 517-536. doi:10.1111/cccr.12138
- Veil, S. R., \*Dillingham, L. L., & Sloan, A. G.** (2016). Fencing out the Jones's: The development of response strategies for spillover crises. *Corporate Reputation Review*, 19(4), 316-330. doi:10.1057/s41299-016-0010-3
- Ivanov, B., Burns, W. J., Sellnow, T. L., Petrun-Sayers, E. L., & **Veil, S. R., Mayorga, M. W.** (2016). Using an inoculation message approach to promote public confidence in protective agencies. *Journal of Applied Communication Research*, 44(4), 381-398. doi:10.1080/00909882.2016.1225165
- \*Roberts, H. A., & **Veil, S. R.** (2016). Health literacy and crisis: Public relations in the 2010 Egg Recall. *Public Relations Review*, 42(1), 214-218. doi:10.1016/j.pubrev.2015.07.013.
- \*Iannarino, N., **Veil, S. R., & \*Cotton, A.** (2015). Bringing home the crisis: How U.S. evening news framed the 2011 Japan nuclear crisis. *Journal of Contingencies and Crisis Management*, 23(3), 169-181. doi:10.1111/1468-5973.12068
- Veil, S. R., \*Reno, J., \*Freihaut, R., & \*Oldham, J.** (2015). Online activists vs. Kraft Foods: A case of social media hijacking. *Public Relations Review*, 41(1), 103-108. doi:10.1016/j.pubrev.2014.11.017
- \*Cotton, A., **Veil, S. R., & \*Iannarino, N.** (2015). Contaminated communication: TEPCO and organizational renewal at the Fukushima Daiichi Nuclear Power Plant. *Communication Studies*, 66(1), 27-44. doi:10.1080/10510974.2013.811427
- Veil, S. R. & Bishop, B. W.** (2014). Opportunities and challenges for public libraries to enhance community resilience. *Risk Analysis*, 34(4), 721-734. doi:10.1111/risa.12130
- Frisby, B. N., **Veil, S. R., & Sellnow, T. L.** (2014). Instruction in health-related crises: Essential information for self-protection. *Health Communication*, 29(4), 347-354. doi:10.1080/10410236.2012.755604
- Frisby, B. N., Sellnow, D. D., Lane, D. R., **Veil, S. R., & Sellnow, T. L.** (2013). Instruction in crisis: Targeting learning preferences and efficacy. *Risk Management*, 15(4), 250-271. doi:10.1057/rm.2013.7
- Veil, S. R., Sellnow, T. L., & \*Wickline, M. C.** (2013). BP: An egregious violation of the ethic of first and second things. *Business & Society Review*, 118(3), 361-381. doi:10.1111/basr.12014
- \*Freberg, K., Palenchar, M. J., & **Veil, S. R.** (2013). Managing and sharing H1N1 crisis information using social media bookmarking services. *Public Relations Review*, 39(3), 178-184. doi:10.1016/j.pubrev.2013.02.2007
- Bishop, B. W., & **Veil, S. R.** (2013). Public libraries as post crisis information hubs. *Public Libraries Quarterly*, 32(1), 33-45. doi:10.1080/01616846.2013.760390
- Veil, S. R., & \*Yang, A.** (2012). Media manipulation in the Sanlu milk contamination crisis. *Public Relations Review*, 38(5), 935-937. doi:10.1016/j.pubrev.2012.08.004

- Veil, S. R., \*Petrun, E. L., & \*Roberts, H. A. (2012).** Issue management gone awry: When not to respond to an online reputation threat. *Corporate Reputation Review*, 15(4), 319-332. doi:10.1057/crr.2012.18
- Veil, S. R. (2012).** Clearing the air: Journalists and emergency managers discuss disaster response. *Journal of Applied Communication Research*, 40(3), 289-306. doi:10.1080/00909882.2012.679672
- Veil, S. R., Sellnow, T. L., & \*Petrun, E. L. (2012).** Hoaxes and the paradoxical challenges of restoring legitimacy: Dominos' response to its YouTube crisis. *Management Communication Quarterly*, 26(2), 322-345. doi:10.1177/0893318911426685
- Veil, S. R., & \*Husted, R. A. (2012).** Best practices as an assessment for crisis communication. *Journal of Communication Management*, 16(2), 131-145. doi:10.1108/13632541211217560 **Highly Commended Article Award, Literati Network Awards for Excellence**
- Veil, S. R., \*Buehner, T., & Palenchar, M. (2011).** A work in-progress literature review: Incorporating social media in risk and crisis communication. *Journal of Contingencies and Crisis Management*, 19(2), 110-122. doi:10.1111/j.1468-5973.2011.00639.x
- Veil, S. R., Sellnow, T. L., & \*Heald, M. (2011).** Memorializing crisis: The Oklahoma National Memorial as renewal discourse. *Journal of Applied Communication Research*, 39(2), 164-183. doi:10.1080/00909882.2011.557390
- Veil, S. R. (2011).** Mindful learning in crisis management. *International Journal of Business Communication*, 48(2), 116-147. doi:10.1177/0021943610382294
- \*Millner, A. G., Veil, S. R., & Sellnow, T. L. (2011).** Proxy communication in crisis response. *Public Relations Review*, 37(1), 74-76. doi:10.1016/j.pubrev.2010.10.005
- Veil, S. R., & \*Mitchell, K. (2010).** Terror management theory: Promoting tolerance in campus safety campaigns. *International Journal of Strategic Communication*, 4(4), 207-224. doi:10.1080/1553118X.2010.515541
- Veil, S. R., & \*Ojeda, F. (2010).** Establishing media partnerships in crisis response. *Communication Studies*, 60(4), 412-429. doi:10.1080/10510974.2010.491336
- Veil, S. R., & \*Rodgers, J. E. (2010).** Reaching at risk populations: The inconsistency of communication channels among American Indian tribes in Oklahoma. *Public Relations Review*, 36(3), 302-305. doi:10.1016/j.pubrev.2010.04.002
- Veil, S. R. (2010).** Using crisis simulations in public relations education. *Communication Teacher*, 24(2), 58-62. doi:10.1080/17404621003680906
- Veil, S. R. (2010).** Identifying adoption barriers in organizational rhetoric: A response to the strategic plan for the National Animal Identification System. *Journal of Applied Communications*, 94(1&2), 33-48. doi:10.4148/1051-0834.1185
- Veil, S. R. (2010).** Adoption barriers in a high-risk agricultural environment. *International Journal of Technology and Human Interaction*, 6(1), 69-85. doi:10.4018/jthi.2010091705
- Veil, S. R., Littlefield, R. S., & Rowan, K. E. (2009).** Dissemination as success: Local emergency management communication practices. *Public Relations Review*, 35(4), 449-451. doi:10.1016/j.pubrev.2009.06.004
- Veil, S. R., Reynolds, B., Sellnow, T. L., & Seeger, M. W. (2008).** Crisis & Emergency Risk Communication as a theoretical framework for research and practice. *Health Promotion Practice*, 9(4), 26S-34S. doi:10.1177/1524839908322113

- Veil, S. R.** (2008). Civic responsibility in risk democracy. *Public Relations Review*, 34(4), 387-391. doi:10.1016/j.pubrev.2008.08.001
- Veil, S. R., & Kent, M.** (2008). Issues management and inoculation: Tylenol's responsible dosing advertising. *Public Relations Review*, 34(4), 399-402. doi:10.1016/j.pubrev.2008.08.004
- Veil, S. R., & Sellnow, T. L.** (2008). Organizational learning in a high-risk environment: Responding to an anthrax outbreak. *Journal of Applied Communications*, 92(1), 75-93. doi:10.4148/1051-0834.1218
- Veil, S. R.** (2007). Mayhem in the Magic City: Rebuilding legitimacy in a communication train wreck. *Public Relations Review*, 33(3), 337-339. doi:10.1016/j.pubrev.2007.05.015
- \*Zou, L., & **Veil, S. R.** (2007). Guerrilla marketing and the Aqua Teen Hunger Force fiasco. *Public Relations Quarterly*, 51(4), 8-11.
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### **Edited Book Chapters and Encyclopedia Entries**

- Veil, S. R., \*Woods, C. L., & \*Crace, R. D.** (in press). Crisis memorials: Balancing renewal and resilience. In E. Stern (Ed.), *Encyclopedia of Crisis Analysis*. New York: Oxford University Press.
- Veil, S. R., & \*Ambrose, K. L.** (2020). Fixing the broken link: Communication strategies for supply chain crises. In F. Frandsen & W. Johansen (Eds.), *Handbook of crisis communication* (pp. 341-359). Berlin: De Gruyter Mouton.
- Veil, S. R., & Dillingham, L.** (2020). Reputational interdependence and spillover: Exploring the contextual challenges of spillover crisis response. In F. Frandsen & W. Johansen (Eds.), *Handbook of crisis communication* (pp. 361-382). Berlin: De Gruyter Mouton.
- Veil, S. R., \*Anthony, K., Sellnow, T. L., \*Staricek, N., \*Young, L., & Cupp, P.** (2020). Revisiting the best practices in risk and crisis communication: A multi-case analysis. In H. D. O'Hair & M. J. O'Hair (Eds.), *Handbook of applied communication research* (pp. 377-396). New York: Wiley.
- Veil, S. R., & \*Woods, C. L.** (2018). Resilience. In R. L. Heath & W. Johansen (Eds.), *International encyclopedia of strategic communication*. New York: Wiley-Blackwell. [online] doi: 10.1002/9781119010722
- Savage, M., \*Jones, S., \*Reno, J., & **Veil, S. R.** (2017). A case study: Targeting the Stop.Think.Connect. cybersecurity campaign to university campuses. In R. L. Parrott (Ed.), *The Oxford encyclopedia of health and risk message design and processing* (pp. 277-291). New York: Oxford University Press.

- Sutton, J., & **Veil, S. R.** (2017). Risk communication and the social media. In R. Kasperson (Ed), *Risk conundrums: Solving unsolvable problems* (pp. 96-111). New York: Earthscan Routledge.
- Veil, S. R.** (2016). Reputation Crisis. In C. E. Carroll (Ed.), *Encyclopedia of corporate reputation* (pp. 637-639). Thousand Oaks, CA: Sage.
- Sellnow, T. L., & **Veil, S. R.** (2016). Preparing for international and cross-cultural crises: The role of competing voices, inclusivity, and the interplay of responsibility in global organizations. In A. Schwarz, M. Seeger, C. Auer (Eds.). *Handbook of international crisis communication research* (pp. 489-498). New York: Wiley-Blackwell.
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- \*Roberts, H. A., & **Veil, S. R.** (2015). The tension of emotional connection: Health literacy and the 2010 Salmonella egg recall. In R. S. Littlefield & T. L. Sellnow (Eds.). *Risk and crisis communication: Navigating the tensions between organizations and the public* (123-138). Laham, MD: Rowman & Littlefield.
- Veil, S. R.**, & Sellnow, T. L. (2015). Risk and crisis communication. In N. G. Harrington (Ed.). *Health communication: Theory, method, and application* (454-482). New York: Routledge.
- Veil, S. R.** (2013). Cascading crisis. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 96-98). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Routine emergencies vs. true crises. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 845-847). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Spokespersons. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 892-896). Thousand Oaks, CA: Sage.
- Sellnow, T. L., & **Veil, S. R.**, & \*Anthony, K. (2013). Experiencing the reputational synergy of success and failure through organizational learning. In C. E. Carroll (Ed.), *Handbook of communication and corporate reputation* (pp. 235-248). New York: Wiley-Blackwell.
- Sellnow, T. L., \*Wickline, M., & **Veil, S. R.** (2013). Responding effectively to crises: Best practices in organizational crisis communication (pp. 235-252). In J. S. Wrench (Ed.), *Workplace communication for the 21<sup>st</sup> century: Tools and strategies that impact the bottom line*. New York: Praeger.
- Veil, S. R.** (2013). Community resilience. In R. L. Heath & M. J. Palenchar (Eds.), *Encyclopedia of Public Relations* (pp. 793-794). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Emergency management. In R. L. Heath & M. J. Palenchar (Eds.), *Encyclopedia of Public Relations* (p. 285). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2012). Expert response to “A triple disaster in one fell swoop: Rethinking crisis communication in Japan after March 11.” In A. George and C. Pratt (Eds.), *Case studies in crisis communication: International perspectives on hits and misses* (pp. 225-226). New York: Routledge.
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- Veil, S. R.**, \*Mitcham, C., & Sellnow, T. L. (2012). Lost in translation: How emergency managers understand multicultural communication in emergency preparedness. In B. Olaniran, D. Williams, & W. T. Coombs (Eds.), *Pre crisis management: Preparing for the inevitable* (pp. 201-225). New York: Peter Lang.

- Kent, M. L., Taylor, M., & **Veil, S. R.** (2011). Issues management makeover: A facelift for an aging theory. In M. Goralski, H. P. LeBlanc III, & M. L. Adams (Eds.), *Business research yearbook: Balancing profitability and sustainability: Shaping the future of business* (pp. 534–541). Beltsville, MD: International Academy of Business Disciplines.
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- Sellnow, T. L., **Veil, S. R.**, Streifel, R. A., & Johnson, C. L. (2010). Credibility seeking through an inter-organizational alliance: Instigating the Fen-Phen confrontation crisis. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 657-674). New York: Wiley-Blackwell.
- Littlefield, R., Rowan, K., **Veil, S. R.**, Kisselburgh, L., Beauchamp, K., Vidoloff, K., Dick, M. L., Russell-Loretz, T., Kim, I., Ruvarac, A., Wang, Q., Cho, H., Siriko Hoang, T., Neff, B., Toles-Patkin, T., Troester, R. L., Hyder, S., Venette, S. & Sellnow, T. L. (2010). “We tell people. It’s up to them to be prepared”: Public relations practices of local emergency managers. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 245-260). New York: Wiley-Blackwell.
- Sellnow, T. L., Ulmer, R. R., Seeger, M. W., & **Veil, S. R.** (2008). Terrorism as chaos: A chaos model for managing random acts of terror. In D. O’Hair, R. Heath, K. Ayotte, & G. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives* (pp. 411-424). Cresskill, NJ: Hampton Press.

### Published Reports

- Cupp, P., Anyaegbunam, C., Hoover, A., Madinger, C., **Veil, S. R.**, Sellnow, T., & O’Hair, D. (2015). *Community engagement and case analysis methods for developing post-incident risk communication strategies for intentional biological environmental contamination incidents*. Cincinnati, OH: Environmental Protection Agency.
- Veil, S. R.**, & Bishop, B. W. (2012). *Community resilience and public libraries: Post crisis information and connectivity*. Boulder, CO: Natural Hazards Center.
- Benoit, W., Carlton, T., Church, S., Comfort, L., Fearn-Banks, K., Fischhoff, B., Friemuth, V., Gable, L., Gouran, D. S., Granillo, B., Hearit, K., Heath, R., O’Toole, T., Palenchar, M., Pechta, L., Perrow, C., Petrun, E., Riad, J., Seeger, M., Sellnow, T. L., Stacks, D., Sutton, J., Ulmer, R., Venette, S., **Veil, S. R.**, Witte, K., & Worley, D. (2012). *Crisis & emergency risk communication: 2012 edition*. Atlanta, GA: Centers for Disease Control and Prevention. Available at [http://emergency.cdc.gov/cerc/pdf/CERC\\_2012edition.pdf](http://emergency.cdc.gov/cerc/pdf/CERC_2012edition.pdf)
- Solis, P., Palacious, F. A., Bach, B., Mutis, S. B., Andreas, D. C., Broad, G., Burton, C., Campbell, D., Chavez Michaelson, A. B., Coles, A., Colten, C., Coronel, C., Cutter, S., Diaz, R., Eosco, G., Esquivel, M., Finley-Brook, M., Frazier, T., Haeffner, M., ... Yuan, M. (2010). *Climate change and hazards in the Americas: International interdisciplinary research directions and opportunities*. Washington D. C.: Association of American Geographers.
- Veil, S. R.**, McWaters-Khalousi, S., \*Ploeger, N., \*Adame, B., \*Kelly, K., \*Lockhart, L., \*Siddons, J., & Tovstiadi, K. (2009). *State Continuity Implementation Plan*. Norman, OK: Center for Risk and Crisis Management.

- O'Hair, H. D., **Veil, S. R.**, \*Adame, B., \*Bernard, D., \*Eosco, G., Martyn-Farwell, K., \*Ploeger, N., & Tovstiadi, K. (2008). *Oklahoma Homeland Security Regional Council/ Response Workshop: Analytical Report, 1*. Norman, OK: Center for Risk and Crisis Management.
- Veil, S. R.**, & Schauer, C. S. (2008). Response of North Dakota Lamb and Wool Producer Association to the National Animal Identification System Strategic Plan (NAIS). *Sheep Research Report, 49*, 7-12

### Scholarly Work in Progress

- Veil, S. R.**, & Waymer, D. (R&R). Crisis narrative and the paradox of erasure: Making room for dialectic tension in a cancel culture. Submitted to *Public Relations Review*.
- Veil, S. R.** (under contract). Crisis Communication, Public Relations. In E. Ho, C. Bylund, & J. van Weert (Eds.), *International Encyclopedia of Health Communication*. New York: Wiley.
- Veil, S. R.**, & Palenchar, M. J. (under contract). '5 minutes from total collapse:' The cascading crisis of the Texas power grid. In H. D. O'Hair & M. J. O'Hair (Eds.), *Communicating science in times of crisis: Catastrophic events*. Malden, MA: Wiley Blackwell.
- Veil, S. R.**, & Palenchar, M. J. (under contract). *Communication and leadership in a crisis-driven world*. Malden, MA: Wiley Blackwell.

### Peer Reviewed Paper Presentations

- Veil, S. R.**, & Waymer, D. (2021, May). Crisis narrative and the paradox of erasure: Making room for dialectic tension in a cancel culture. Paper presented at the International Communication Association Conference. (virtual).
- Veil, S. R.**, & Palenchar, M. J. (2020, March). "Believe in something. Even if it means sacrificing everything": The challenges and opportunities of competing on social purpose. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Veil, S. R.**, \*Flores-Herrington, T., & Lane, D. R. (2019, April). Overestimating preparation: An examination of perceived disaster susceptibility, perceived emergency preparation, and actual preparedness behaviors. Paper presented at the D. C. Health Communication Conference, Fairfax, VA.
- Veil, S. R.**, & \*Dudgeon, G. L. (2019, March). The crisis case study as applied communication research. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Ambrose, K. L., & **Veil, S. R.** (2018, May). Fixing the broken link: Communication strategies for supply chain crises. Paper presented at the International Communication Association Conference, Prague, Czech Republic.
- Veil, S. R.**, \*Woods, C. L., & Hecht, R. D. (2018, March). Creating a media experience: The U.S. Navy's "Sailor for a Day" campaign. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Veil, S. R.**, \*Woods, C. L., & \*Crace, R. D. (2017, November). Maintaining a memory: Balancing renewal and resilience in crisis memorials. Paper presented at the National Communication Association Conference, Dallas, TX.
- \*Woods, C. L., & **Veil, S. R.** (2017, October). Balancing transparency and privacy in a university sexual assault case: A legal public relations case study. Paper presented at the International Conference on Crisis Communication, Lisbon, Portugal.

- Hamza Ashfaq, Matlock, T. & **Veil, S. R.** (2017, June). *University emergency action plans*. Paper presented at the Emergency Management Higher Education Symposium, Emmitsburg, MD.
- Veil, S. R.**, \*Anthony, K., \*Staricek, N., \*Young, L., Sellnow, T. L., & Cupp, P. (2017, March). *Revisiting the best practices in risk and crisis communication: A multi-case analysis*. Paper presented at the International Public Relations Research Conference, Orlando, FL. **Institute for Public Relations W. Ward White Award for Top Paper of Practical Significance and Finalist for Big Jack Award for Outstanding Presentation, International Public Relations Research Conference**
- Veil, S. R.**, \*Dillingham, L. L., & Sloan, A. G. (2016, March). *Reputational interdependence and public relations strategies in a spillover crisis*. Paper presented at the International Public Relations Research Conference, Miami, FL. **Institute for Public Relations Top Practical Insight, International Public Relations Research Conference**
- \*Wombacher, K., \*Reno, J., & **Veil, S. R.** (2015, November). *Neknominate: Social norms, social media and binge drinking*. Paper presented at the National Communication Association Conference, Las Vegas, NV.
- Veil, S. R.**, & Anthony, K. (2015, November). *The pariah effect of toxic trailers: FEMA's legitimacy challenges in the post-Katrina formaldehyde crisis*. Paper presented at the National Communication Association Conference, Las Vegas, NV.
- Ivanov, B., Burns, W., Sellnow, T. L., Petrun, E., & **Veil, S. R.** (2015, November). *Contending with the "New Species of Trouble": Using an inoculation to combat terrorism*. Paper presented at the National Communication Association Conference, Las Vegas, NV.
- Sutton, J., & **Veil, S. R.** (2015, October). *The evolution of risk communication in a multimedia-multimodel society*. Paper presented at the International Conference on Crisis Communication, Helsingborg, Sweden.
- Veil, S. R.** (2015, June). *Strategic communication for a crisis-driven world*. Paper presented at the International Public Relations Meeting, Barcelona, Spain.
- Savage, M., \*Reno, J. E., \*Jones, S. E., & **Veil, S. R.** (2014, November). *Targeting the Stop. Think. Connect cybersecurity campaign to university campuses*. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.**, \*Reno, J., \*Freihaut, R., & \*Oldham, J. (2014, May). *Hoaxes and hijacks: Planning for and responding to online activists*. Paper presented at the International Communication Association Conference, Seattle, WA.
- \*Dillingham, L. L., & **Veil, S. R.** (2013, November). *Actional legitimacy and the indirect crisis communication paradox*. Paper presented at the National Communication Association Conference, Washington, D.C.
- \*Anthony, K., & **Veil, S. R.** (2013, November). *Formaldehyde and FEMA trailers: A best practices approach*. Paper presented at the National Communication Association Conference, Washington, D.C. **Top Paper, National Communication Association Public Relations Division**
- Veil, S. R.**, Sellnow, T. L., Cupp, P., \*Anthony, K., \*Staricek, N., & \*Young, L. (2013, October). *Revisiting the best practices in risk and crisis communication: A multicase analysis*. Paper presented at the International Crisis Communication Conference, Erfurt, Germany.
- Yang, A., & **Veil, S. R.** (2013, June). *Animal rights vs. nationalism: A semantic network analysis of values advocacy in corporate crisis*. Paper presented at the International Communication Association Conference, London, England.



- Burns, W. J., Ivanov, B., Sellnow, T. L., **Veil, S. R.**, Slovic, P., & Petrun, E. (2012, December). *Public response to terrorism: Risk communication as a means of preserving confidence in security measures*. Paper presented at the Society for Risk Analysis Conference, San Francisco, CA.
- \*Roberts, H., & **Veil, S. R.** (2012, May). *Health literacy and crisis: Public relations in the 2010 egg recall*. Paper presented at the International Communication Association Conference, Phoenix, AZ.
- \*Iannarino, N., \*Cotton, A., & **Veil, S. R.** (2012, May). *Bringing home the crisis: How U.S. evening news framed the 2011 Japan nuclear crisis*. Paper presented at the International Communication Association Conference, Phoenix, AZ.
- Veil, S. R.** (2011, November). *Clearing the air: Journalists and emergency managers discuss disaster response*. Paper presented at the National Communication Association Conference, New Orleans, LA.
- Sellnow, T. L., **Veil, S. R.**, & \*Wickline, M. (2011, November). *British Petroleum: An egregious violation of the ethic of first and second things*. Paper presented at the National Communication Association Conference, New Orleans, LA.
- \*Petrun, E. L., Sellnow, T. L., & **Veil, S. R.** (2011, November). *Actional legitimacy as a response strategy for employee hoaxes: Domino's response to its YouTube crisis*. Paper presented at the National Communication Association Conference, New Orleans, LA.
- Palenchar, M. J., & **Veil, S. R.** (2011, October). *The complex interweaving of social media into crisis planning and response*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Sellnow, T. L. **Veil, S. R.**, Seeger, M. W., Sellnow, D. D., & Lane, D. R. (2011, October). *Instructing self-organization: Message tailoring in the chaos of food safety recalls*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Seeger, M. W., \*Pechta, L. E., Sellnow, T. L., & **Veil, S. R.** (2011, October). *Pre-event communication complexity: Modeling the dynamics*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Veil, S. R.**, \*Chen, C., \*Wang, Q., \*Petrun, E. L., & \*Roberts, H. A. (2011, May). *Online vs. traditional media in publishing pranks: The case of the unicorn meat*. Paper presented at the International Communication Association Conference, Boston, MA.
- Frisby, B. N., Sellnow, D. D., Sellnow, T. L., Lane, D. R., & **Veil, S. R.** (2011, May). *Instructional messages in times of crisis: Targeting learning preferences and self-efficacy*. Paper presented at the International Communication Association Conference, Boston, MA.
- Kent, M. L., Taylor, M., & **Veil, S. R.** (2011, April). *Issues management makeover: A facelift for an aging theory*. Paper presented at the International Academy of Business Disciplines Conference. New Orleans, LA. **Top Paper in Public Relations, International Academy of Business Disciplines Conference**
- Veil, S. R.**, Frisby, B. N., Lane, D. R., Sellnow, T. L., & Sellnow, D. D. (2011, April). *Designing effective media messages for crisis, risk, and health communication*. Paper presented at the DC Health Communication Conference, Fairfax, VA.
- \*Wickline, M., \*Roberts, H., Sellnow, T. L., & **Veil, S. R.** (2011, April). *Significant choice and health literacy in a food safety health crisis*. Paper presented at the DC Health Communication Conference, Fairfax, VA.

- Veil, S. R.,** Sellnow, T. L., & \*Heald, M. (2010, November). *Memorializing crisis: The Oklahoma National Memorial as renewal discourse*. Paper presented at the National Communication Association Conference, San Francisco, CA. **Top Paper, National Communication Association Public Relations Division**
- Palenchar, M. J., \*Freberg, K., & **Veil, S. R.** (2010, November). *Social media bookmarking services: Managing and sharing information from a centralized source*. Paper presented at the National Communication Association Conference, San Francisco, CA. **Top Paper, National Communication Association Applied Communication Division**
- Veil, S. R.,** \*Buehner, T., & Palenchar, M. (2010, November). *Increasing dialogue in disasters: Incorporating social media in risk and crisis communication*. Paper presented at the National Communication Association Conference, San Francisco, CA.
- Veil, S. R.,** & \*Husted, R., (2010, November). *A best practices assessment of NGO crisis communication: American Red Cross and Hurricane Katrina*. Paper presented at the National Communication Association Conference, San Francisco, CA.
- \*Choate, C., & **Veil, S. R.** (2010, November). *The deadly risk of a healthy glow: Tanning salon employees' understanding of cancer risk*. Work in progress paper presented at the National Communication Association Conference, San Francisco, CA.
- \*Freberg, K., Palenchar, M. J., & **Veil, S. R.** (2010, September). *Social bookmarking sites and crisis communication: A descriptive analysis of bookmarks on food safety shared online during 2009 H1N1*. Poster presented at the DHS-NCFPD Annual Meeting, Chaska, MN.
- \*Eosco, G., **Veil, S. R.,** & Kloesel, K. (2010, August). *Employing strategic ambiguity in a multimedia message: The case of Hurricane Charley*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Denver, CO.
- \*Yang, A., & **Veil, S. R.** (2010, June). *Issues management and media transparency: Sanlu Group's media manipulation in China*. Paper presented at the International Communication Association Conference, Singapore.
- Veil, S. R.,** & \*Mitchell, K. (2010, June). *Terror management theory: Promoting tolerance in campus safety campaigns*. Paper presented at the International Communication Association Conference, Singapore.
- \*Butterworth, R. E., Kloesel, K. A., & **Veil, S. R.** (2010, January). *The role of broadcaster prior experience, new media and viewer understanding in television severe weather coverage*. Paper presented at the American Meteorological Society Conference, Atlanta, GA.
- Veil, S. R.,** & \*Ojeda, F. (2009, November). *Establishing media partnerships in crisis*. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.,** Littlefield, R. S., & Rowan, K. E. (2009, November). *Dissemination as success: Local emergency management communication practices*. Paper at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, November). *Identifying adoption barriers in organizational rhetoric: A response to the strategic plan for the National Animal Identification System*. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, May). *Adoption barriers in a high-risk agricultural environment*. Paper presented at the International Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, March). *Friend or foe: Viewing the media as a partner in crisis response*. Paper presented at the International Public Relations Research Conference, Miami, FL.

- \*Mitchell, K., & Veil, S. R. (2009, March). *Promoting violence by reducing optimistic bias: Terror management theory and campus safety campaigns*. Paper presented at the International Public Relations Research Conference, Miami, FL.
- Veil, S. R., Reynolds, B., Sellnow, T. L., & Seeger, M. W. (2008, November). *CERC as a theoretical framework for research and practice*. Paper presented at the National Communication Association Conference, San Diego, CA.
- Veil, S. R., & Kent, M. L. (2008, November). *Has issues management failed to live up to its ethical roots? Values advocacy and Tylenol's responsible dosing advertising*. Paper presented at the National Communication Association Conference, San Diego, CA.
- Veil, S. R., Sellnow, T. L., \*Vidoloff, K., & Venette, S. (2008, November). *Using the best Practices in risk communication as an evaluation tool*. Poster presented at the NCA-F/START Conference on Emergency Pre-Event Communication, San Diego, CA.
- Veil, S. R. (2008, May). *A mindful approach to organizational learning theory*. Paper presented at the International Communication Association Conference, Montreal, Canada.
- \*Rodgers, J., & Veil, S. R. (2008, May). *Reaching at risk populations: The inconsistency of communication channels among Native American tribes in Oklahoma*. Paper presented at the International Communication Association Conference, Montreal, Canada.
- Veil, S. R. (2007, October). *Stop. Think. Corporate responsibility? Tylenol's responsibility dosage advertising*. Paper presented at the Southwest Education Council for Journalism & Mass Communication Symposium, Norman, OK.
- Veil, S. R. (2007, May). *Mayhem in the Magic City: Rebuilding legitimacy in a communication train wreck*. Paper presented at the International Communication Association Conference, San Francisco, CA.
- Veil, S. R. (2007, March). *Message mayhem in the Magic City: Corrective action and organizational learning in a communication train wreck*. Paper presented at the International Public Relations Research Conference, Miami, FL.
- Veil, S. R. (2006, November). *Anthrax in agriculture: Organizational learning in a high-risk environment*. Paper presented during the Crisis Communication Pre-conference at the National Communication Association Conference, San Antonio, TX.
- Veil, S. R., McIntyre, J. J., Venette, S. J., Beebe, B. L., & Sellnow, T. L. (2005, November). *Message mayhem: Vicarious learning through a surrogate of a chemical terrorist attack*. Paper presented at the National Communication Association Conference, Boston, MA.
- Veil, S. R., & Vidoloff, K. (2005, November). *Best practices in risk and crisis communication*. Poster presented at the DHS-NCFPD Annual Meeting, Atlanta, GA.
- Sellnow, T. L., Venette, S. J., Boone, K., & Veil, S. R. (2005, June). *When the sky falls: Communicating in a biosecurity crisis*. Poster presented at the Association for Communication Excellence in Agriculture International Conference, San Antonio, TX.
- Veil, S. R. (2005, April). *Waiting to inhale: Image restoration strategies and media coverage of past drug use questions*. Paper presented at the Central States Communication Association Convention, Kansas City, MO.
- Veil, S. R. (2003, April). *College graduates and their level of preparedness for the world of IMC*. Paper presented at the Red River Communication Conference, Fargo, ND.
- Veil, S. R. (2000, September). *What is the public perception of the International Brotherhood of Teamsters?* Paper presented at the North Dakota Speech and Theater Association Conference, Bismarck, ND.

**Peer Reviewed Panel Presentations**

- Veil, S. R.,** & Ambrose, K. L. (2018, November). When attribution and accommodation do not align: Identifying the theoretical and methodological challenges of studying “messy” crises. Panel presented at the National Communication Association Conference, Salt Lake City, UT.
- Sutton, J., Stephens, K., Fisher Liu, B., Ford, J. L., & **Veil, S. R.** (2016, November). Communicating episodic risk: Theoretical and methodological advances in the study of imminent threat warnings. Panel presented at the National Communication Association Conference, Philadelphia, PA.
- Veil, S. R.,** Woods, C. L., & Crace, R. D. (2016, November). Memorializing crisis: Embracing civic engagement to foster community renewal. Panel presented at the National Communication Association Conference, Philadelphia, PA.
- Hoover, A., Cupp, P., **Veil, S. R.,** Sellnow, T. L., Anyaegbunam, C., & Madinger, C. (2014, March). *Developing post-incident risk communication guidelines for intentional water contamination events*. Panel presented at the Kentucky Water Resources Annual Symposium, Lexington, KY.
- Bach, B., & **Veil, S. R.** (2013, November). *What we know about communicating climate*. Panel presented at the Setting the Research Agenda for Communicating Climate Science Preconference of the National Communication Association Conference, Washington, D. C.
- Littlefield, R. L., **Veil, S. R.,** Reiersen, J. L., & Janssen, C. (2013, November). *Meanings of remembering and memorializing crises: Understanding the Pentagon Memorial in Washington, D. C.* Panel presented at the National Communication Association Conference, Washington, D. C.
- Cupp, P., **Veil, S. R.,** Sellnow, T. L., Young, L., Anyaegbunam, C., & Madinger, C. (2013, March). *Developing post-incident risk communication guidelines for water contamination events*. Panel presented at the Kentucky Water Resources Annual Symposium, Lexington, KY.
- Carey, C., Spratt, S., **Veil, S. R.,** & Venette, S. (2012, November). *Weather and communication: Bridging the gap between theory and practice*. Panel presented at the National Communication Association Conference, Orlando, FL.
- Sellnow, T., **Veil, S. R.,** \*Anthony, K. (2012, November). *Organizational communication and the study of organizational reputation: A platform for future theory and research*. Panel presented at the National Communication Association Conference, Orlando, FL.
- Sellnow, T. L., **Veil, S. R.,** \*Wickline, M., & \*Roberts, H. (2011, December). *The instructional dynamic in risk messages: A comparative analysis of messages intended to enhance perceptions of self-protection*. Panel presented at the Society for Risk Analysis Conference, Charleston, SC.
- Heath, R., Seeger, M., Palenchar, M., Sellnow, T., **Veil, S.,** & Venette, S. (2011, November). *Best practices for partnering to build community risk and crisis resilience*. Panel presented at the National Communication Association preconference on Communicating Coastal Risks, New Orleans, LA.
- Avery, B., **Veil, S.,** Fisher Liu, B., Ohs, J., Smith, M., Xiaoli, N. (2011, August). *Let's talk about vaccines: Expert thoughts on reframing the debate*. Panel presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

- Sellnow, D. D., **Veil, S. R.**, & Venette, S. (2011, May). *The utility of instructional communication to mitigate harm during crises events*. Panel presented at the International Communication Association Conference, Boston, MA.
- Veil, S. R.**, & Sellnow, T. L. (2010, November). *The OKC National Memorial Museum: Lessons learned from terrorism*. Panel presented at the National Communication Association Conference Preconference on Communicating Science, San Francisco, CA.
- Palenchar, M. J., & **Veil, S. R.** (2009, November). *How to overcome the constraints and take advantage of the opportunities of the power of social media in risk and crisis communication*. Panel presented at the Social Media for Crisis Communications in Government Conference, Washington, D.C.
- Veil, S. R.**, Littlefield, R. S., Kisselburgh, L. G., \*Beauchamp, K., & \*Vidoloff, K. G. (2008, November). *Dissemination as success? Local EM management practices*. Panel presented at the National Communication Association Conference, San Diego, CA.
- Venette, S. J., Sellnow, T. L., & **Veil, S. R.** (2008, November). *Crisis simulation as experiential learning*. Panel presented at the National Communication Association, San Diego, CA.
- Rowan, K. E., Kisselburgh, L., Ruvarac, A., **Veil, S. R.**, Littlefield, R., Sellnow, T. L., Venette, S. J., Hyder, S., Toles-Patkin, T., & Troester, R. L. (2007, November). *Who is responsible for local emergency preparedness?* Panel presented at the National Communication Association Pre-Conference on Public Relations Education, Chicago, IL.
- Veil, S. R.**, Littlefield, R., Sellnow, T. L., Venette, S. J., & \*Vidoloff, K. G. (2007, November). *Conducting crisis simulations in public relations classes*. Panel presented at the National Communication Association Pre-Conference on Public Relations Education, Chicago, IL.
- Cho, H., **Veil, S. R.**, Venette, S. J., Rowan, K. E., Botan, C. H., Sellnow, T. L., Littlefield, R., Samoilenko, S., Penchalapadu, P., & Farnsworth, K. (2007, May). *Health, risk, and crisis communication education*. Panel presented at the International Communication Association Conference, San Francisco, CA.
- Veil, S. R.**, Siriko, T., & Venette, S. J. (2006, November). *Emergency kits for everyone: Perceptions of campaign effectiveness*. Panel presented at the National Communication Association Pre-Conference on Crisis Communication, San Antonio, TX.
- Veil, S. R.** (2006, April). *A motive of mindfulness: Learning through the rhetoric of risk – Burkean approaches to organizational rhetoric*. Panel presented at the Central States Communication Association Conference, Indianapolis, IN.
- Sellnow, T. L., Hasbargen, K., Venette, S. J., & **Veil, S. R.** (2004, November). *Organizational learning theory and crisis communication practice*. Panel presented at the National Communication Association Conference, Chicago, IL.

### **Invited Presentations**

- Veil, S. R.** (2021, June). *Learning in and from crises*. Keynote presented at the International and Transdisciplinary Conference on Emerging from Emergencies funded by the German Ministry of Education and Research. (virtual)
- Veil, S. R.** (2020, October). *Best practices in crisis communication*. Presented the University of New South Wales Inaugural Sydney Lectures. Sydney, Australia. (virtual)
- Veil, S. R.** (2019, October). *The evolution of communication research*. Presented at the University of Tennessee College of Communication and Information. Knoxville, TN.
- Veil, S. R.** (2018, October). *Corporate social activism meets public policy*. Presented at the National Council of State Legislators Staff Association Workshop. Lexington, KY.

- Veil, S. R.,** \*Woods, C. L., & Hecht, R. D. (2017, October). *Building reputation through positive engagement: Evaluating the "Sailor for a Day" campaign*. Presented at Public Relations Society of America International Conference. Boston, MA.
- Veil, S. R.,** \*Dillingham, L. L., & Sloan, A. G. (2016, October). *Reputational interdependence and public relations strategies in a spillover crisis*. Presented at Public Relations Society of America International Conference. Indianapolis, IN.
- Veil, S. R.** (2015, December). *Communication in public health crises*. Presented at the International Health Communication Academic Forum. Guangzhou, China.
- Veil, S. R.** (2015, October). *Emergency preparedness for a zombie apocalypse*. Presented at the University of Kentucky Underground Perspectives Meeting. Lexington, KY.
- Veil, S. R.,** & Anyaegbunam, C., (2014, November). *Developing post-incident risk communication guidelines*. Presented at the University of Kentucky College of Communication and Information Research Symposium, Lexington, KY.
- Veil, S. R.** (2014, October). *Emergency preparedness for a zombie apocalypse*. Presented at the Lexington Public Library. Lexington, KY.
- Veil, S. R.** (2014, June). *Beyond the ideals of mindful learning: Generating actionable strategies for crisis management from organizational knowledge*. Presented at the Organization After Crisis Workshop. Mons, Belgium.
- Veil, S. R.** (2014, June). *Emergency preparedness for a zombie apocalypse*. Presented at the Frankfort Public Library. Frankfort, KY.
- Veil, S. R.** (2014, April). *A community's readiness for crisis*. Keynote presented at the Indiana University Northwestern's Communication Week. Gary, IN.
- Sellnow, T. L., & **Veil, S. R.** (2013, October). *Preparing for international and cross-cultural crises: The role of intercultural competence*. Presented at the International Crisis Communication Conference. Erfurt, Germany.
- Veil, S. R.** (2013, April). *Integrating social media in risk and crisis communication*. Presented at the University of North Dakota Communication Program Colloquium. Grand Forks, ND.
- Savage, M. & **Veil, S. R.** (2013, April). *Cybersecurity on college campuses*. Presented at the Social Media Week Conference, Lexington, KY.
- Veil, S. R.** (2013, March). Mindful learning in crisis management. Webinar presented for the Reputation Institute's Reputation Management Training.
- Veil, S. R.,** & Young, L. E. (2012, December). *Internal organizational communication*. Presented to the Lexington Fire Department. Lexington, KY
- Cupp, P., **Veil, S. R.,** & Hoover, A. (2012, September). *A risk/crisis communication assessment of environmental contamination cases*. Presented to the Environmental Protection Agency Region 4. Cincinnati, OH.
- Sellnow, T. L., & **Veil, S. R.** (2012, June). *Instructional strategies for tailoring risk communication messaging*. Webinar presented to the DHS National Center for Risk and Economic Analysis of Terrorism Events.
- Slovic, P., Burns, W., Sellnow, T. L., & **Veil, S. R.** (2012, May). *The psychology of risk: Implications from managing the impact of disasters*. Presented at the Department of Homeland Security Office of University Programs Brown Bag Series, Washington, D.C.
- Palenchar, M. J., & **Veil, S. R.** (2012, May). *The complex interweaving of social media into crisis planning and response*. Webinar presented to the Department of Homeland Security National Center for Food Protection and Defense.

- Veil, S. R.** (2012, April). *New media in risk communication*. Presented at the Social Media Week Conference, Lexington, KY.
- Veil, S. R.** (2012, March). *Best practices in crisis communication*. Presented at the Lexington-Fayette Emergency Planning Committee Meeting, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, December). *Communicating messages of self-protection during the 2010 egg recall: Strategies for collaborating with the media*. Webinar presented to the Homeland Security National Center for Food Protection and Defense.
- Veil, S. R.** & Sellnow, T. L. (2011, November). *Best practices for risk communication*. Presented at the Superfund Research Program Annual Meeting, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, July). *Risk and crisis communication research*. Presented at the Kentucky Department for Public Health, Frankfort, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, June). *Media tracking and message testing in risk and crisis communication*. Presented at the Oak Ridge Associated Universities, Oak Ridge, TN.
- Palenchar, M. J., & **Veil, S. R.** (2011, April). *Opportunities and constraints of using social media in risk and crisis communication*. Webinar presented to the Department of Homeland Security National Center for Food Protection and Defense.
- Veil, S. R.** (2010, October). *Benefits of National Communication Association membership*. Presented at the National Collegiate Press Association Conference. Louisville, KY.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *Risk communication strategies for food defense*. Presented at the International Dairy Show, Dallas, TX.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *Cannons of crisis communication*. Presented at University of Kentucky College of Communications and Information Studies Research Seminar, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *The best practices in risk communication*. Presented at the Department for Environmental Protection Research Translation Seminar Series, Frankfort, KY.
- Veil, S. R.**, & Venette S. J. (2009, November). *Risk communication training*. Panel presented at the Extension Disaster Education Network (EDEN) Conference, Lexington, KY.
- Veil, S. R.**, O'Hair, H. D., & Pritchard, R. (2009, June). *Best practices in crisis communication*. Panel presented at the Oklahoma City Chapter of the Public Relations Society of America Annual Conference, Oklahoma City, OK.
- Tsetsura, K., Apanasov, B., Sullivan, J., & **Veil, S. R.** (2008, November). *The battle of Chernobyl*. Panel presented at the Chernobyl Documentary Screening and Discussion in conjunction with the Russian Art Exhibition, Norman, OK.
- Aebersold, D., Hathaway, N., Miller, G., Stroud, C., **Veil, S. R.**, Wayne, W., & Woollen, L. (2008, April). *Communicating crises on campus*. Panel presented at the University of Oklahoma Communication Graduate Students Association Spring Panel, Norman, OK.
- Veil, S. R.** (2006, December). *USDA biosecurity, disease surveillance and food safety grant*. Presentation at the ND Lamb and Wool Producer's Annual Meeting, Mandan, ND.
- Sellnow, T. L., Venette, S. J., & **Veil, S. R.** (2005, October). *Best practices in risk and crisis communication*. Panel presented at the National Extension Disaster Education Network (EDEN) Conference, Fargo, ND.
- Sellnow, T. L., Ulmer, R., Venette, S. J., & **Veil, S. R.** (2004, October). *Essential communication strategies for effectively responding to the chaos of terrorism*. Panel presented at the City of Fargo Emergency Responders Meeting, Fargo, ND.

## Workshops/Pre-conferences Facilitated

- **Negotiations** (Spring 2017): Half-day workshop on the gender wage gap and contract negotiation for the Women in Executive Leadership Development Program.
- **Exercise Swift Resolve** (Spring 2016): Half-day Public Safety/Department of Emergency Management active shooter exercise – facilitated the Fayette County PIO Team.
- **Crisis Communication for University Campus Communicators** (Spring 2016): Hour-long workshop on crisis communication for University of Kentucky communication staff.
- **Crisis Communication for Government PIOs** (Fall 2015): Three-hour workshop on crisis communication strategies for Fayette County Government public information officers.
- **Best Practices for Emergency Response Planning** (Fall 2015): Full-day workshop on risk and hazard communication, business continuity, cybersecurity, planning and partnerships, and chemical facility safety and security for Fayette and Jefferson Counties.
- **Social Media and Disasters** (Summer 2015): Three-hour workshop on risk communication for the Woodford County Community Emergency Response Team.
- **Creating a Blueprint for Success** (Fall 2014): Full-day workshop on risk communication, business continuity, planning, spill response, facility assessment, and chemical facility safety and security for the Lexington Emergency Planning Committee.
- **Internal and External Risk Communication** (Summer 2014): Full-day senior management course on organizational communication, crisis communication, and social media integration for the Kentucky State Fire School & Office of Homeland Security Conference.
- **Setting the Research Agenda for Communicating Climate Science** (Fall 2013): Full-day pre-conference during the National Communication Association Annual Meeting.
- **Hazardous Materials Emergency Preparedness Training** (Fall 2013): Full-day workshop on risk communication, assessment, mitigation, and response for the Lexington Emergency Planning Committee.
- **Risk Communication** (Summer 2013): Four-hour senior management course for the Kentucky State Fire School & Office of Homeland Security Conference.
- **Active Shooter Exercise** (Spring 2012): Full-day workshop on response procedures for Lexington Catholic High School.
- **Risk and Crisis Communication** (Fall 2009): Full-day pre-conference during the National Communication Association Annual Meeting.
- **Captains Training Course, Fort Sill** (4 sessions in 2009): Full-day workshops designed to reduce anxiety and improve interviewing skills for military captains.
- **Leadership Academy in Risk and Crisis Management** (Fall 2008): Full-day workshop on building leadership capacity in times of risk and crisis.
- **Women Returning to Work in Strategic Communication** (Spring 2008): Full-day workshop focused on how to re-enter the workforce after a hiatus.
- **Public Relations Education** (Fall 2007): Full-day pre-conference during the National Communication Association Annual Meeting.
- **Crisis Response Project: Ready, Set, Plan** (Summer 2006): Two-day workshop for university and extension administrators and communicators on risk and crisis planning.



## Teaching and Advising

### Teaching Evaluations

Quality of Instruction: 5-year Average = 4.7/5.0 (College Average=4.4)

Course Quality: 5-year Average = 4.6/5.0 (College Average=4.3)

<b>Undergraduate Courses Taught</b>		<b># Students</b>
COM 535	Risk & Crisis Communication	30
JMC 5413	Crisis Communication	25
COM 525	Advanced Organizational Communication	50
COM 472	Public Relations Campaigns	30
COM 449	Social Processes and Effects of Mass Communication	30
JMC 4343	Advertising Campaigns	30
COM 399	Communication Research Internship	25
JMC 3980	Honors Research	5
COM 375	Intro to PR	40
COM 351	Communication Theory	50
JMC 3413	Principles of Public Relations	120
JMC 3363	Advertising Media	35
COM 316	Emergency and Disaster Communication	60
COM 110	Public Speaking Fundamentals	25
UK 101	Academic Orientation	25

<b>Graduate Courses Taught</b>		<b># Students</b>
CJT 790	Research Problems in Communication	5
CJT 767	Dissertation Residency	5
CJT 722	Seminar in Crisis Communication	15
CJT 721	Seminar in Risk Communication	15
CJT 700	Directed Readings in Communication	5
CJT 696	Internship in Communication	5
JMC 6173	Case Study Research Methods	20
JMC 6113	Qualitative Research Methods	20

<b>International/Study Abroad Courses Taught</b>		<b># Students</b>
• Jilin University Partner Program: Changchun, Jilin, China		
Special Topics	Graduate Seminar in Crisis Communication	25
• Cooperative Center for Study Abroad: Ireland		
COM 390/535	Risk & Crisis Communication	12

### Courses Developed

- CJT 722: Graduate Seminar in Crisis Communication
- CJT 721: Graduate Seminar in Risk Communication
- JMC 5413: Strategic Crisis Communication
- COM 535: Risk & Crisis Communication
- COM 326: Communication Strategies for Professional Excellence
- COM 316: Emergency and Disaster Communication: Humanity in a Zombie Apocalypse

## **Curriculum Developed**

**Online Degree Completion Program** (University of Kentucky): Worked with communication faculty to offer an online-only program for students with 60+ hours of undergraduate credit to complete a degree in communication including 21 hours of major courses and 15 hours of cognate.

**Sport Communication Track** (University of Kentucky): Worked with sport and media communication faculty to design the curriculum to include 21 hours of major courses and 15 hours of cognate including four new courses: Technology Mediated Communication and Sport, Sport Communication and Analytics, Sport Industries and Audiences, Culture of Sport Media and Society.

**University Core Curriculum** (University of Kentucky): Worked with faculty in the department to create courses to meet the University Core Requirements including four new courses in Social Sciences: Patient Provider Communication, Communication in Interpersonal Relationships, Dark Side of Interpersonal Communication, Communication in Family and Marital Relationships; two new courses in U.S. Citizenship: Intercultural Communication in the Media and Understanding Workplace Communication in a Diverse Society; and one new course in Global Dynamics: Communication Education Abroad.

**Graduate Certificate in Risk Sciences** (University of Kentucky): Developed the program proposal and coordinated the creation of the four courses in Risk Communication, Crisis Communication, Training and Consulting, and Knowledge Management.

**Quality Enhancement Program (QEP) Graduate Composition and Communication** (University of Kentucky): Redesigned one course (Communication Theory) and created another (Communication Strategies for Professional Excellence) to meet the new accreditation standards.

**Business and Organizational Communication Track** (University of Kentucky): Worked with organizational communication faculty to redesign the curriculum to include 21 hours of major courses and 15 hours of cognate including three new courses: Communication, Negotiation and Conflict; Teamwork and Leadership in Organizations; and Risk and Crisis Communication.

**Digital and Mass Media Communication Track** (University of Kentucky): Worked with mass communication faculty to redesign the curriculum to include 21 hours of major courses and 15 hours of cognate including four new courses: Interpersonal Communication and Social Media, Mass Media and Social Influence, Digital and Mass Communication Media Literacy, and Critical Analysis of Communication and Persuasion.

**Graduate Certificate in Risk and Crisis Management** (University of Oklahoma): Developed the program proposal and coordinated the creation of the three courses in Risk Assessment, Crisis Communication, and Risk and Crisis Management.

**Strategic Communication** (University of Oklahoma): Worked with the public relations faculty to realign the curriculum with industry for courses in Introduction to Public Relations, Public Relations Writing, Public Relations Research, Crisis Communication, Cases in Public Relations, and Public Relations Campaigns.

## **Graduate Student Advising**

### **Doctoral Committees Chaired**

- Donald Lowe (2021). Communication, University of Kentucky
- Chelsea Woods (2017). Communication, University of Kentucky
- Laura Young (2014). Communication, University of Kentucky

### **Doctoral Committees Served**

- Gabrielle Dudgeon (expected 2021). Communication, University of Kentucky
- Charles Dainoff (2017). Political Science, University of Kentucky
- Alfred Cotton (2016). Communication, University of Kentucky
- Jonathan Chilcote (2016). History, University of Kentucky
- Anup Phayal (2016). Political Science, University of Kentucky
- Brian Grabbatin (2015). Geography, University of Kentucky
- Molly Reynolds (2013). Communication, University of Kentucky
- Alyssa Millner (2011). Communication, University of Kentucky
- Somer Erickson (2010). Interdisciplinary Studies, University of Oklahoma
- Alicia Mason (2010). Communication, University of Oklahoma
- Gabriel Adkins (2009). Communication, University of Oklahoma
- Robert Crawford (2009). Administrative Leadership, University of Oklahoma
- Tara Mott (2009). Administrative Leadership, University of Oklahoma

### **Master's Committees Chaired**

- Taban Herrington (2019). Communication, University of Kentucky
- Kathleen Ambrose (2018). Communication, University of Kentucky
- Sarah Lueken (2017). Communication, University of Kentucky
- Austin Truffelli (2016). Communication, University of Kentucky
- Gabrielle Dudgeon (2015). Communication, University of Kentucky
- Holly Roberts (2012). Communication, University of Kentucky

### **Master's Committees Served**

- Robert Prestley (2019). Communication, University of Kentucky
- Brooke Salters (2019). Communication, University of Kentucky
- Benjamin Windholz (2018). Communication, University of Kentucky
- Rebecca Clark (2014). Diplomacy and International Commerce, University of Kentucky
- Morgan Wickline (2012). Communication, University of Kentucky
- Rachel Butterworth (2010). Interdisciplinary Studies, University of Oklahoma
- Prisca Ngondo (2008). Journalism and Mass Communication, University of Oklahoma
- Briley Elliott (2007). Agricultural Communication, Oklahoma State University
- Taylor Newcomb (2010). Journalism and Mass Communication, University of Oklahoma
- Ashley Bower (2010). Journalism and Mass Communication, University of Oklahoma
- Maxim Moskalkov (2009). Journalism and Mass Comm., University of Oklahoma
- Makaria Zolbe (2008). Journalism and Mass Comm., University of Oklahoma
- Nemanja Radomirovic (2007). Journalism and Mass Comm., University of Oklahoma

## Service and Engagement

### Academy & Professional Service

#### Academic Association Leadership

- 2020 - 2021 Selection Committee, Public Relations Division, NCA
- 2017 - 2020 Research Chair, Public Relations Division, NCA
- 2015 - 2016 Nominating Committee, NCA
- 2014 - 2016 Legislative Assembly, NCA
- 2014 - 2015 Chair, PRIDE Committee, Public Relations Division, NCA
- 2013 - 2014 Chair, Public Relations Division, NCA
- 2012 - 2013 Vice-Chair and Program Planner, Public Relations Division, NCA
- 2011 - 2012 Vice-Chair Elect, Public Relations Division, NCA
- 2010 - 2011 PRIDE Committee, Public Relations Division, NCA

#### Expert Working Groups

- 2018 - 2019 Emergency Risk Communication Process and Outcomes Measures, RAND Corporation/Centers for Disease Control and Prevention
- 2014 - 2015 Medical Countermeasure Emergency Communication Strategies, Food & Drug Administration
- 2011 - 2012 Global Health Narratives, Centers for Disease Control and Prevention

#### Grant Review Panels

- 2017 - 2018 Department of Homeland Security Coastal Resilience Center of Excellence
- 2016 - 2017 Department of Homeland Security Quantitative Analysis
- 2015 - 2016 Research Council KU Leuven, University of Leuven, Belgium
- 2015 Secretariat of Research Grants Council, Hong Kong
- 2012 NOAA Social Science Research
- 2009 - 2014 Risk, Decision Science, National Science Foundation

#### Editorial Review Boards

- 2017 - current *Public Relations Review*
- 2017 - current *PR Journal*
- 2017 - current *Journal of Public Interest Communication*
- 2015 - current *Journal of Public Relations Research*
- 2014 - current *Management Communication Quarterly*
- 2016 - 2018 *International Journal of Crisis Communication*
- 2013 - 2014 *Communication Reports*
- 2009 - 2010 *Communication Teacher*

#### Ad Hoc Reviewer

- 2019 - 2021 *Public Relations Inquiry*
- 2017 - 2019 *Corporate Communications: An International Journal*
- 2016 *Asian Journal of Communication*
- 2016 *Journalism*
- 2016 *Journal of Medical Internet Research*
- 2016 - 2017 *International Journal of Disaster Risk Reduction*
- 2015 - 2016 *Communication Monographs*
- 2015 *Disaster Prevention and Management*
- 2015 *Journal of Organizational Computing and Electronic Commerce*
- 2015 - 2017 *Business & Society*
- 2015 *Computer Communications*

2014 - 2017 *Health Communication*  
 2014 *Journal of Behavioral Medicine*  
 2014 *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*  
 2013 - 2016 *Journal of Contingencies and Crisis Management*  
 2013 - 2014 *Atlantic Journal of Communication*  
 2012 - 2015 *Journal of Public Relations Research*  
 2012 - 2013 *European Management Journal*  
 2012 - 2021 *Communication Studies*  
 2011 - 2015 *Risk Analysis*  
 2011 - 2014 *Management Communication Quarterly*  
 2011 - 2016 *Public Relations Review*  
 2011 - 2015 *Communication Yearbook*  
 2011 - 2016 *Journal of Communication*  
 2011 *Cases in Public Health Communication and Marketing*  
 2009 - 2021 *Journal of Applied Communications Research*  
 2009 *Journal of Business Communication*  
 2009 *PRism*  
 2008 - 2016 *Communication Theory*  
 2008 *Health Promotion Practice*  
 2008 *Journal of Advertising*

#### Text Book Reviewer

2010 & 2013 Reviewer, Sage Publications, *Ongoing Crisis Communication*  
 2009 Reviewer, Sage Publications, *Effective Crisis Communication*

#### Other Academic Association Service

2018 - 2019 Reviewer, DC Health Communication Conference  
 2017 - 2018 Kentucky Conference on Health Communication Planning Committee  
 2014 Moderator, UK Risk Sciences Disaster Communication Conference Panel  
 2014 Moderator, Emergency Preparedness Panel, Keeneland Conference  
 2014 Chair, Social Media Panel, Kentucky Conference on Health Communication  
 2013 Chair, International Crisis Communication Conference Panel  
 2012, 16, 18 Respondent, Public Relations Division Panel, Int'l Comm Association (ICA)  
 2011, 13, 16, 18 Chair, Public Relations Division Panel, NCA  
 2009, 14, 17, 18 Respondent, Public Relations Division Panel, NCA  
 2008, 11, 14 Chair, Public Relations Division Panel, ICA  
 2008 Judge, Crystal Awards, Int'l Association of Business Communicators  
 2007 Judge, Zenith Awards, Public Relations Student Society of America  
 2007 - 2020 Paper Reviewer, Public Relations Division, NCA  
 2007 - 2019 Paper Reviewer, Public Relations Division, ICA  
 2005 Chair, Top Panel in Public Relations, Central States Comm Association

#### University Service

2020 UNL Andrew Carnegie Fellows Selection Committee  
 2020 - current UNL Deans Council  
 2019 - 2020 Co-Chair, Wildcat Foundations Communication Subcommittee  
 2019 - 2020 Wildcat Foundations First-Year Experience Implementation Committee

2019 - 2020 Search Committee, UK Executive Director of First-Year Experience  
 2019 - 2020 Search Committee, Asst. Professor in Sport Leadership, UK College of Ed  
 2019 Search Committee, UK Director of Orientation/Early College Outreach  
 2018 - 2020 Sport Leadership Advisory Committee, UK College of Education  
 2015 - 2020 UK Undergraduate Leadership Council  
 2014 - 2020 UK Academic Associate Deans Council  
 2017 Curriculum/Instruction External Review Committee, UK College of Education  
 2016 - 2017 Search Committee, UK Director of Career and Academic Support  
 2016 - 2017 Advisory Board, UK Academic Orientation (UK 101)  
 2016 Search Committee, UK Director of Academic Strategic Communications  
 2016 Working Committee, UK Year-long registration  
 2015 - 2016 Chair, UK Student Success Subcommittee on Communication  
 2015 - 2018 UK Student Success Committee  
 2014 - 2016 UK Common Reading Experience Curriculum Committee  
 2014 - 2016 UK Common Reading Experience Selection Committee  
 2014 - 2016 Advisory Board, UK Interprofessional Health Education  
 2014 - 2018 Faculty Marshal, UK Graduation Ceremony  
 2014 UK *Ad Hoc* Committee on Tenure Probationary Periods  
 2013 - 2015 UK Graduate Council Committee on Fellowships  
 2013 - 2014 UK Common Reading Experience Implementation Committee  
 2013 - 2014 UK World Language Campus Requirement Committee  
 2013 - 2014 UK Strategic Planning Committee on Graduate Education  
 2012 - 2014 UK Emergency Planning Coordinator  
 2011 External Evaluator, UK Crisis Communication Exercise  
 2010 - 2011 Reviewer, UK Crisis Communication Plan  
 2009 Panelist, External Review of OU Research Enterprise  
 2008 & 2009 Faculty Marshal, OU Spring Convocation Ceremony  
 2008 - 2009 Senator, OU Faculty Senate

### College Service

2021 Global Eyewitness Reform Task Force  
 2020 - 2021 Chair, UNL College of Journalism & Mass Comm Executive Committee  
 2020 - 2021 Co-Chair, UNL College of Journalism & Mass Comm Mission Task Force  
 2019 - 2020 Co-Chair, UK College of Com & Info People Task Force  
 2019 - 2020 UK College of Com & Info Strategic Planning Committee  
 2017 - 2020 UK College of Com & Info Building Committee  
 2015 - 2020 Chair, UK College of Com & Info Emergency Scholarship Committee  
 2014 - 2020 Chair, UK College of Com & Info Retention Committee  
 2014 - 2020 UK College of Com & Info Leadership Team  
 2018 UK College of Com & Info Promotion and Tenure Committee  
 2016 UK CI Connect LLP Peer Mentor Selection Committee  
 2015 Chair, UK College of Com & Info Task Force on Teaching  
 2014 - 2016 UK College of Com & Info Graduate Admissions Committee  
 2012 - 2014, 2017 UK College of Com. & Info Business Continuity Plan Coordinator  
 2011 - 2012 UK College of Com & Info Graduate Curriculum Committee  
 2010 - 2014 Advisor, UK College of Com. & Info. Research Fellows

2009 Interviewer, OU Gaylord College Strategic Communication Agency  
 2008 - 2010 OU Gaylord College Faculty Development Committee  
 2008 - 2009 Chair, OU Gaylord College Faculty Development Committee  
 2008 - 2009 OU Gaylord College Library Committee  
 2008 OU Gaylord College Study Abroad Scholarship Committee  
 2008 Faculty Marshal, OU Gaylord College Convocation  
 2007 Presenter, OU Gaylord College Faculty Orientation  
 2006 - 2008 Co-faculty Advisor, OU Gaylord College Ad Club  
 2006 - 2007 OU Gaylord College Policies and Procedures Committee  
 2006 - 2009 OU Gaylord College PR Faculty Search Committee (3 searches)

### Department Service

2017 - 2020 UK Dept. of Com. Resource Committee  
 2017 - 2020 UK Dept. of Com. Strategic Planning Committee  
 2017 UK Dept. of Com. Faculty Search Committee, Health Communication  
 2016 - 2017 Chair, UK Dept. of Com. Academic Standards *Ad Hoc* Committee  
 2014 - 2015 UK Dept. of Com. Faculty Search Committee (2 searches)  
 2013 - 2017 Chair, UK Dept. of Com. Advising and Student Success Committee  
 2013 - 2016 Undergraduate Advisor, UK Dept. of Communication  
 2013 - 2014 Co-Chair, UK Dept. of Com. Faculty Search Committee (3 searches)  
 2012 - 2013 UK Dept. of Com. Academic Personnel Committee  
 2012 - 2013 Chair, UK Dept. of Com. Awards Sub-committee  
 2012 - 2013 UK Dept. of Com. Undergrad and Alumni Relations Committee  
 2010 - 2012 UK Dept. of Com. Strategic Planning Committee  
 2005 - 2006 Advisor, North Dakota State University PRSSA  
 2004 - 2005 Student Advisor, NDSU Department of Communication  
 2004 Mentor, NDSU Department of Communication Teaching Assistants  
 2003 - 2004 Treasurer, NDSU Lambda Pi Eta Honor Society, Omicron Beta Chapter

### Community Engagement

2021 - current Member, Rotary Club of Lincoln #14  
 2018 - 2020 PTA, Bates Creek High School, Lexington, KY  
 2016 - 2019 Moulage Artist, Community Emergency Response Team, Lexington, KY  
 2015 - 2020 PTA, Southern Middle School, Lexington, KY  
 2011 - 2020 Community Emergency Response Team, Lexington, KY  
 2010 - 2019 Local Emergency Planning Committee Executive Board, Lexington, KY  
 2014 & 2017 Emergency Operations Center, CSEPP Exercise, Lexington, KY  
 2011 - 2017 PTA, Veterans Park Elementary, Lexington, KY  
 2011 - 2014 Book Fair Coordinator, Veterans Park Elementary, Lexington, KY  
 2011 - 2013 1<sup>st</sup> Grade Sunday School Teacher, Faith Lutheran Church, Lexington, KY  
 2010 - 2011 PTA, Julius Marks Elementary, Lexington, KY  
 2010 - 2011 PTA, Faith Lutheran Child Care, Lexington, KY  
 2009 - 2010 9<sup>th</sup> Grade Religious Education Teacher, St. Thomas More, Norman, OK  
 2008 - 2010 PTA, Madison Elementary, Norman, OK  
 2008 - 2009 Library Volunteer, Madison Elementary, Norman, OK  
 2008 - 2009 Book Fair Coordinator, Madison Elementary, Norman, OK

2004 - 2005	Public Relations Committee, Fargo-Moorhead Association of Realtors
2004 - 2005	Public Relations Development Board, Fargo Ronald McDonald Houses
2004	School Supply Drive Coordinator, United Way, Fargo, ND
2003	Coffee Drive Coordinator, Churches United for the Homeless, Fargo, ND
2003	Playhouse Raffle Coordinator, Dollars for Scholars, Fargo, ND
2002	Food Drive Coordinator, Great Plains Food Bank, Fargo, ND
2001 - 2005	Bell Ringer, Salvation Army, Fargo, ND
2001 - 2004	Supply Drive Coordinator, Ronald McDonald Houses, Fargo, ND

### **Honors, Awards & Accomplishments**

2020	Kentucky Colonel, Governor Andy Beshear, Commonwealth of Kentucky
2020	Innovative Advising Award, UK Advising Network
2020	Advising Advocate Award, UK Advising Network
2018	SEC Academic Leadership Fellow
2017	Inducted into the Arthur W. Page Society
2017	Tailhook Certificate - Arrested Landing, U.S.S. Dwight D. Eisenhower
2017	Top 6 Finalist for IPR Research Conference "Big Jack Award"
2017	IPR W. Ward White Award for Top Paper of Practical Significance (\$1500)
2016 - 2017	Captain, Bourbon Chase Team (overnight, 200-mile, 12-person relay)
2016	Third Prize, Confucius Institute "China in My Lens" Photography Contest (\$300)
2016	Top Practical Insight, International Public Relations Research Conference
2015	Top Paper in Public Relations, National Communication Association
2015	Excellence Award in Community Service, UK College of Comm and Info (\$350)
2015	Nominee, Excellence Award in Teaching, UK College of Comm and Info
2015	1 <sup>st</sup> Degree Black Belt, Lexington Taekwondo & Jiu Jitsu
2015	All Star Award, Lexington Taekwondo & Jiu Jitsu
2013	Excellence Award in Research, UK College of Comm and Info (\$350)
2013	Nominee, Excellence Award in Teaching, UK College of Comm and Info
2013	Highly Commended Article Award, Literati Network Awards for Excellence
2011	Top Paper in Public Relations, International Academy of Business Disciplines
2011 - 2013	International Travel Support, UK College of Comm and Info (\$5500)
2010	Top Paper in Public Relations, National Communication Association
2010	Top Paper in Applied Communication, National Communication Association
2010 - 2015	Wethington Award for Research, UK Department of Communication (\$2500)
2008 & 2010	International Travel Support, OU Office of Research (\$2400)
2007 - 2020	Finished 4 marathons, 27 half-marathons, 2 Tap n' Runs, and a Zombie Chase
2006	Association for Continued Higher Education Region 8 Program Award
2005 - 2006	Lambda Pi Eta Honor Society, North Dakota State University
2004	Excellence Award, Park Co. Realtors (\$500)
2003	Best of Show in Public Relations, GMAC Home Services
2001	Best of Show in Corporate Communications, GMAC Home Services
2001	Outstanding Business Communication Project, University of Mary
2001	Outstanding Public Relations Project, University of Mary
2001	Cum Laude, University of Mary
2001	Outstanding Public Relations Student, University of Mary