EDUCATIONAL HISTORY

Ph.D.   Purdue University (August 1990)
                    Major Areas: Issue Management and Public Affairs and
                                        Organizational Communication
                    Minor: Organizational Psychology

M.A.   Purdue University (Dec. 1985)
                    Major Area: Organizational Communication

B.A.C.   Bowling Green State University (1982)
                    Major Area: Communication

HONORS

2014 Business Impact Award from the Association for Business Communication and USC
        Marshall School of Business, Center for Management Communication.
2014 Dean's Distinguished Researcher Award for College of Sciences
2014 Elected to membership in the Arthur Page Society
2013 Pathfinder Award presented by the Institute for Public Relations.
2013 Pride Award for Outstanding Research Article (co-authored with Sherry Holladay),
        presented by the Public Relations Division of NCA.
2013 Fulbright (one month) Tallin University, Tallin, Estonia.
2010 Pride Award for Outstanding Textbook, *Public Relations Strategy and Application:
        Managing Influence*, (co-authored with Sherry Holladay), presented by the Public
        Relations Division of NCA.
2007 Pride Award for Outstanding Textbook, *It's Not Just PR*, (co-authored with Sherry
        Holladay), presented by the Public Relations Division of NCA.
2006 Pride Award for Outstanding Textbook, *Today's Public Relations*, (co-authored with
        Robert Heath), presented by the Public Relations Division of NCA.
2002 Jackson, Jackson & Wagner Behavioral Science Prize from the Public Relations Society of
        America
2002 Pride Award for Outstanding Research Article, (co-authored with Sherry Holladay),
        presented by the Public Relations Division of NCA.
2000 Pride Award for Outstanding Public Relations book, presented by the Public Relations
        Division of NCA.
Top Paper, SCA, in Public Relations, 1990
Top Four Paper, NCA, Public Relations Division, 1995, 1997, 1998, 1999, 2000, and 2002
Top Dissertation Award by ICA's Public Relations Interest Group, 1990

PROFESSIONAL SERVICE

Editor of *Corporate Communication: An International Journal* (July 2015 to present)
Co-editor of *Public Relations Inquiry* (2012 to July 2015)
Editorial board for the *Journal of Public Relations Research*, 1994 to present.
Editorial board for *Public Relations Review*, 2000 to present.
Editorial board for the *Journal of Applied Communication Research*, 2005 to present.
Editorial board for *Management Communication Quarterly*, 2001 to 2003.
Editorial board for *Communication Studies*, 2002 to present.
Editorial board of *Communication Research Reports* 2004 to present.
Editorial board for the *International Journal of Strategic Communication*, 2006 to present.
Editorial board for *Communication Research*, 2007.
Reviewer for the *Journal of Business Communication*, 1994 to 1997.
Reviewer for *Communication Yearbook*, 1997, 1998, and 1999.
Reviewed manuscripts in area of crisis management for *Communication Theory* and
        Communication Monographs.
Sub-Editor for *Encyclopedia of Public Relations*, Sage.
Co-Chair for 2004 Eastern Communication Association Pre-conference on Crisis
        Communication.
Vice Chair/Planner Public Relations Division, the National Communication Association, 1995-
        1996; 2003-2004.
Vice Chair of Public Relations Interest Group, Central States
        Communication Association, 1995-1996.
Chair of Public Relations Interest Group, Central States
        Communication Association, 1996-1997.
Chair of Public Relations Division, the National Communication Association, 1996-1997; 2004-
        2005.
Legislative Council of NCA, 1997 & 1998; 2005 & 2006.
PRSA Task Force on Public Relations Education, 1997 to 1999.
Pedagogy Task Team Co-Chair for the 1998 PR Summer Conference.
Coordinator of the 1999 NCA Pre-Conference on Public Relations Pedagogy.
Coordinator of the 2005 NCA Pre-Conference on Integrating Research and Outreach in Crisis
        and Risk Communication.
Coordinator of the 2007 NCA Pre-Conference on Learning to Thrive when You Teach Public
        Relations Courses: Public Relations Boot Camp.
Body of Knowledge Project for PRSA, 1998 to 2002.
Chair of Body of Knowledge project for PRSA 2000 to 2002.
Secretary of the Public Relations Division, Speech Communication Association, 1991 to 1994.
Invited participant to the National Communication Association/National Science Foundation
        "Communicating about Science" Workshop.

TEACHING

APPOINTMENTS

Purdue University, Graduate Assistant   1982 to 1988

Illinois State University, Faculty	1988 to 1999
Associate Professor (Tenured)	1995 to 1999
Guest Lecturer at Norwegian School of Marketing	Fall 1992
Clemson University, Associate Professor	1999 to 2000
(Tenured)	
Wayne State University, Associate Professor	2000 to 2002
Visiting Scholar Pepperdine University	Summer 2001, 2002 & 2005
Guest Lecturer Aarhus School of Business	November 2008
Eastern Illinois University, Associate Professor	2003 to 2010
Tenured	2007
Full Professor	2008
University of Central Florida	2010 to 2015
Tenured and Full Professor	2010
Fulbright Scholar/Teacher	
Tallin University, Tallin, Estonia	2013
NEMO Professor, Lund University,	
Helsingborg Campus	Fall 2013
Texas A&M University	2015
Tenured and Full Professor	2015
Aarhus University (Denmark)	
Honorary Professor	Fall of 2015

SAMPLE COURSES TAUGHT

<u>Crisis</u> <u>Management</u>. I have taught this as an undergraduate course, the Masters level and the PhD level. The focus is on the role communication plays in the ongoing crisis management process. Students learn to assess crisis risk, develop crisis management plans, respond in press conferences, and analyze crisis cases and media coverage of crises.

<u>Internet</u> <u>and</u> <u>Corporate</u> <u>Communication</u>. The course examines the use of the Internet and other forms of digital media and the effects on corporate communication. Areas included organizational communication, public relations, and advertising. Topics included strategic uses of the Internet, effects of employee surveillance, and applications of the Intranet.

<u>Seminar</u> <u>in</u> <u>Managerial</u> <u>Communication.</u> The course examines how managers use and misuse communication in the organizational setting. Topics include the appropriate selection of channels, ethical dimensions of communication decisions, workplace violence, organizational citizenship behaviors, and verbal aggression. Class includes group projects that created original, empirical research on a topic related to managerial communication.

<u>Introduction</u> <u>to</u> <u>Public</u> <u>Relations</u>. A survey course that orients students to the field of public relations. The course covers units on history, the structure of campaigns, basic theories, and types of work done by public relations practitioners.

<u>Reputation and Identity Management</u>. An advanced course that looked at uses of communication in managing corporate reputations and identity. Uses readings from communication and management to better understand the process for both a theoretical and applied perspectives.

GRADUATE STUDENT COMMITTEE WORK

Served on 27 thesis committees, 8 as chair.
Served on 14 comprehensive exam committees.
Served on seven dissertation committee as outside reader or outside member in Finland, Australia, and Portugal.

TEACHING WORKSHOPS

Coordinator of NCA Short Course Using Case Studies as a Teaching Tool in Public Relations.
        November, 2004.
Coordinator of NCA Short Course Teaching the College Course in Public Relations Writing,
        November, 2003.
Coordinator of NCA Short Course Teaching the College Course Introduction/Principles of
        Public Relations, November, 2003 & 2007.

JOURNAL PUBLICATIONS

Yehya, N. A., & Coombs, W. T. (2017). Catalytic defiance as a crisis communication strategy: The risk of pursuing long-term objectives. *Business Horizons*, *60*(4), 463-472.

Coombs, W.T. (2017). Origin Stories in CSR: Genesis of CSR at British American Tobacco. *Corporation Communication: An International Journal*, *22*(2), 178-191.

Bundy, J., Pfarrer, M. D., Short, C. E., & Coombs, W. T. (2017). Crises and Crisis Management Integration, Interpretation, and Research Development. *Journal of Management*, *43*(6), 1661-1692.

Coombs, W. T., Holladay, S. J., & Claeys, A. S. (2016). Debunking the myth of denial's effectiveness in crisis communication: context matters. *Journal of Communication Management*, *20*(4), 381-395.

Coombs, W. T. (2016). Reflections on a meta-analysis: Crystallizing thinking about SCCT. *Journal of Public Relations Research*, *28*(2), 120-122.

Coombs, W. T. (2015). What Equivocality Teaches Us about Crisis Communication. *Journal of Contingencies and Crisis Management*, *23*(3), 125-128.

Coombs, W. T. (2015). The value of communication during a crisis: Insights from strategic communication research. *Business Horizons*, *58*(2), 141-148.

Coombs, T., & Holladay, S. (2015). CSR as crisis risk: expanding how we conceptualize the relationship. *Corporate Communications: An International Journal*, *20*(2), 144-162.

Coombs, W. T., & Holladay, S. J. (2015). Public relations' "relationship identity" in research: Enlightenment or illusion. *Public Relations Review*, *41*(5), 689-695.

Coombs, W.T., & Holladay, S.J. (2014). How publics react to crisis communication efforts: Comparing crisis response reactions across sub-arenas. *Journal of Communication Management*, *18*(1), 40-57.

Coombs, W.T., & Holladay, S.J. (2013). The pseudo-panopticon: the illusion created by CSR related transparency and the internet. *Corporate Communications: An International Journal*, *18*(2), 212-227.

Heath, R.L., Coombs, W.T., Edwards, L., Palenchar, M.J., & McKie, D. (2013). Shaping the field: Bob Heath and the two volumes of the *Encyclopedia of Public Relations*. *Public Relations Review*.

Holladay, S.J., & Coombs, W.T. (2013). Successful prevention may not be enough: A case

study of how managing a threat triggers a threat. *Public Relations Review*, *39*(5), 451-458.

Holladay, S.J., & Coombs, W.T. (2013). The great automobile race of 1908 as a public relations phenomenon: Lessons from the past. *Public Relations Review*, *39*(2), 101-110.

Holladay, S.J., & Coombs, W.T. (2013). Public relations literacy: Developing critical consumers of public relations. *Public Relations Inquiry*, *2*(2), 125-146.

Coombs, W.T. & Holladay, S.J. (2012). Fringe public relations: How activism moves critical PR toward the mainstream. *Public Relations Review*, *38*(5), 880—887.

Coombs, W.T., & Holladay, S.J. (2012). Amazon.com's Orwellian nightmare: exploring apology in an online environment. *Journal of Communication Management*, *16*(3), 280 – 295.

Coombs, W.T. & Holladay, S.J. (2012). The paracrisis: The challenges created by publicity managing crisis prevention. *Public Relations Review*, *38*(3), 408-415.

Coombs, W.T. & Holladay, S.J. (2012). Privileging an activist vs. a corporate view of public relations history in the U.S.   *Public Relations Review*, *38*(3), 347—353.

Coombs, W.T. & Holladay, S.J. (2011). Self-regulatory Discourse: Corrective or Quiescence? *Management Communication Quarterly*, *25*(3), 494-510.

Coombs, W.T. & Holladay, S.J. (2011). An Exploration of the Effects of Victim Visuals on Perceptions and Reactions to Crisis Events, *Public Relations Review*, *37*(2), 115-120.

Coombs, W.T., Frandsen, F., Holladay, S.J., & Johansen, W. (2010). Why a concern for apologia and crisis communication? *Corporate Communications: An International Journal*, *15*(4), 337-349.

Coombs, W.T. (2010). Sustainability: A New and Complex "Challenge" for Crisis Managers. *International Journal of Sustainable Strategic Management*, *2*(1), 4-16.

Coombs, W.T., & Holladay, S.J. (2009). Cooperation, co-optation or capitulation: Factors shaping activist-corporate partnerships. *Ethical Space: The International Journal of Communication Ethics, 6*(2), 23-29.

Coombs, W.T., & Holladay, S.J. (2009). Corporate social responsibility: Missed opportunity for institutionalizing communication practice? *International Journal of Strategic Communication, 3*(2), 93-101.

Coombs, W.T. , & Holladay, S.J. (2009). Further Explorations of Post-Crisis Communication: Effect of Media and Response Strategies on Perceptions and Intentions. *Public Relations Review, 35*, 1-6.

Coombs, W.T. , & Holladay, S.J. (2008). Comparing Apology to Equivalent Crisis Response Strategies: Clarifying Apology's Role and Value in Crisis Communication. *Public Relations Review, 34*, 252-257.

Coombs, W.T. , & Holladay, S.J. (2007). The Negative Communication Dynamic: Exploring the Impact of Stakeholder Affect on Behavioral Intention. *Journal of Communication Management*, *11*(4), 300-312.

Coombs, W.T. (2007). Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. *Corporate Reputation Review*, *10*(3), 163-177.

Coombs, W.T. (2007). Attribution Theory as a Guide for Post-Crisis Communication Research. *Public Relations Review, 33*, 135-139.

Coombs, W.T. & Holladay, S.J. (2006). Halo or Reputational Capital: Reputation and Crisis Management. *Journal of Communication Management, 10*(2), 123-137.

Laufer, D., & Coombs, W.T. (2006). How should a company respond to a product-harm crisis? The Role of corporate reputation and consumer-based cues. *Business Horizons*, *49*, 379-385.

Coombs, W.T. (2006). The protective powers of crisis response strategies: Managing reputational assets during a crisis. *Journal of Promotion Management, 12*, 241-260.

Coombs, W.T. (2004). Structuring crisis discourse knowledge: The West Pharmaceutics case. *Public Relations Review, 30*, 467-474.

Coombs, W.T. & Holladay, S.J. (2004). Understanding the aggressive workplace: Development of the workplace aggression tolerance questionnaire. *Communication Studies, 55*, 481-497

Coombs, W.T. (2004). Impact of past crises on current crisis communications: Insights from situational crisis communication theory. *Journal of Business Communication, 41*, 265-289.

Coombs, W.T. (2002). Deep and surface threats: Conceptual and practical implications for "crisis" vs "problem." *Public Relations Review, 28*, 339-345.

Coombs, W.T. (2002). Assessing online issue threats: Issue contagions and their effect on issue prioritization. *Journal of Public Affairs, 2*, 215-229.

Coombs, W.T. & Holladay, S.J. (2002). Helping crisis managers protect reputational assets: Initial tests of the situational crisis communication theory. *Management Communication Quarterly, 16*, 165-186.

Coombs, W.T. (2002). Employer surveillance: Avoiding unintended, negative consequences. *Business Briefing: Global Security Systems*, 2-4.

Coombs, W.T. (2001, Fall). Designing post-crisis messages: Lessons for crisis response strategies. *Review of Business*, 37-41.

Coombs, W.T. (2001). Teaching the crisis management/communication course. *Public Relations Review 27*, 89-101.

Coombs, W.T. & Holladay, S.J. (2001). An extended examination of the crisis situation: A fusion of the relational management and symbolic approaches. *Journal of Public Relations Research, 13*, 321-340.

Coombs, W.T., & Schmidt, L. (2000). An empirical analysis of image restoration: Texaco's racism crisis. *Journal of Public Relations Research, 12*, 163-178.

Coombs, W.T. (1999). Information and compassion in crisis responses: A test of their effects. *Journal of Public Relations Research, 11*, 125-142.

Coombs, W.T., & Rybacki, K. (1999). Public relations education: Where is pedagogy? *Public Relations Review, 25*, 55-64.

Coombs, W.T. (1998). The internet as potential equalizer: New leverage for confronting social irresponsibility. *Public Relations Review, 24*, 289-304.(Special issue on Technology and Corporate Citizenship).

Coombs, W.T. (1998). An analytic framework for crisis situations: Better responses from a better understanding of the situation. *Journal of Public Relations Research, 10*, 177-191.

Coombs, W.T., & Cutbirth, C.W. (1998). Mediated political communication, the Internet, and the new knowledge elites: Prospects and portents. *Telematics and Informatics, 15,* 203-217.

Coombs, W.T., & Holladay, S.J. (1996). Communication and Attributions in a Crisis: An Experimental Study in Crisis Communication. *Journal of Public Relations Research, 8*, 279-295.

Coombs, W.T. (1995). Choosing the right words: The development of Guidelines for the Selection of appropriate" crisis response strategies. *Management Communication Quarterly, 8*, 447-476.

Coombs, W.T. Holladay, S., Hasenaur, G., & Signitzer, B. (1994). A comparative analysis of international public relations: An identification and interpretations of differences and similarities between professionalization in Austria, Norway, and the U.S. *Journal of*

Public Relations Research, 6, 23-40.

Coombs, W.T. (1993). Examining the philosophical underpinnings: Ramifications of a pluralism paradigm. *Public Relations Review, 19*, 111-119.

Coombs, W.T. (1992). The failure of the task force on food assistance: A case study of the role of legitimacy in issue management. *Journal of Public Relations Research, 4*, 101-122.

Holladay, S.J., Coombs, W.T. (1994). Speaking of visions and visions being spoken: An exploration of the effects of content and delivery on perceptions of leader charisma. *Management Communication Quarterly, 8*, 165-189.

Holladay, S.J. & Coombs, W.T. (1993). Communicating visions: An exploration of the role of delivery in the creation of leader charisma. *Management Communication Quarterly, 6*, 405-427.

Signitzer, B., & Coombs, W.T. (1992). Public relations and public diplomacy: Conceptual convergences. *Public Relations Review, 18*, 137-148.

Stohl, C., & Coombs, W.T. (1988). Cooperation or cooptation: An analysis of quality circle training manuals. *Management Communication Quarterly, 2*, 63-89.

BOOKS

Coombs, W. T., Falkheimer, J., Heide, M., & Young, P. (Eds.). (2015). *Strategic Communication, Social Media and Democracy: The challenge of the digital naturals*. Routledge.

Coombs, W. T. (Ed.). (2014). *Crisis Communication: Theory Development in Crisis Communication*. London: Sage Publications.

Coombs, W.T. (2014). *Applied Crisis Communication and Crisis Management*. Thousand Oaks: Sage Publications.

Coombs, W. T., & Holladay, S. J. (2012). *Managing corporate social responsibility: A communication approach.* Malden, MA: Wiley-Blackwell Publishing.

Williams, D.E., Olaniran, B.A., & Coombs, W.T. (2012). Pre-crisis Planning, Communicating, and Managing. New York: Peter Lang Publishing.

Coombs, W.T., & Holladay, S. J. (Eds). (2010). *Handbook of Crisis Communication*. Malden, MA: Blackwell Publishing.

Coombs W. T., & Holladay, S. J. (2010). *Public Relations Strategy and Application: Managing Influence*. Malden, MA: Blackwell Publishing.

Coombs, W. T. (Ed.) (2008). *The Handbook of Business Security Volumes 1* and *2*. Westport, CT: Praeger.

Coombs W. T. & Holladay, S. J. (2007). *It's Not Just PR*. Malden, MA: Blackwell Publishing

Coombs, W. T. (2006). *Code Red in the Boardroom: Crisis Management as Organizational DNA*. Westport, CT: Praeger.

Heath, R. L., & Coombs, W. T. (2006). *Today's Public Relations*. Thousand Oaks: Sage Publications.

Coombs, W. T. (1999). *Ongoing Crisis Communication: Planning, Managing, and Responding*. Thousand Oaks: Sage Publications. [Translated into Chinese language 2001 by Taiwan Mega Publication Co.] [Second Edition 2007] [Third Edition 2011][Fourth Edition 2015]

BOOK CHAPTERS

Coombs, W.T. (2017). Revisiting Situational Crisis Communication Theory: The Influences of Social Media on Crisis Communication Theory and Practice. In L. Austin and Y, Jin (Eds.) *Social Media and Crisis Communication* (pp. 21-38). New York: Routledge.

Coombs, W.T., Claeys, A.S., & Holladay, S.J. (2017). Social Media's Value in Crisis: Channel Effect or Stealing Thunder? In L. Austin and Y, Jin (Eds.) *Social Media and Crisis Communication* (pp. 159-167). New York: Routledge.

Coombs, W.T. (2017). CSR and Crisis Communication Strategies. In A. Rasche, M. Morsing, and J. Moon (Eds.) *Corporate Social Responsibility: Strategy, Communication, Governance* (pp. 307-327). Cambridge: Cambridge University Press.

Coombs, W.T. (2016). Digital Naturals and the Effects of Social Media on Disaster Communication. In S. Jayakumar (Ed.) *State, Society and National Security: Challenges and Opportunities* in the 21st Century (pp. 183-192). Singapore: World Scientific.

Coombs, W. T. (2016). Methodological Challenges of International Crisis Communication Research. In A. Schwarz, M.W. Seeger and C. Auer (Eds.) *The Handbook of International Crisis Communication Research* (pp. 456-463). Malden, MA: Wiley Blackwell Publishing.

Coombs, W.T. & Holladay, S.J. (2015). Digital Naturals and Crisis Communication: Significant Shifts in Focus. In W.T. Coombs, J. Falkheimer, M. Heide, and P. Young (Eds). *Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. (pp. 54-62). New York: Routledge.

Coombs, W. T., & Holladay, S. J. (2015). How Activists Shape CSR: Insights from Internet

Contagion and Contingency Theories. In Adi, A., Grigore, G., and Crowther, D. (Eds.) *Corporate Social Responsibility in the Digital Age* (pp. 85-97). Emerald Group Publishing Limited.

Coombs, W. T., & Holladay, S. J. (2015). Two-Minute Drill: Video Games and Social Media to Advance CSR. In In Adi, A., Grigore, G., and Crowther, D. (Eds.) *Corporate Social Responsibility in the Digital Age* (pp. 127-142). Emerald Group Publishing Limited.

Coombs, W.T., & Holladay, S.J. (2015). Strategic intent and crisis communication: The emergence of a field. In D. Holtzhausen and A. Zerfass (Eds.), The Routledge handbook of strategic communication (pp. 497-507). New York: Routledge.

Young, P., Coombs, W.T., & Holladay, S.J. (2015). Exploring the Language of Social Media in the Discourse of Public Relations. In W.T. Coombs, J. Falkheimer, M. Heide, and P. Young (Eds). *Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. (pp. 25-33). New York: Routledge.

Coombs, W.T. (2014). Nestlé and Greenpeace: The Battle in Social Media for Ethical Palm Oil sourcing. In M.W. DiStaso and D.S. Bortree (Eds.), *Ethical Practices of Social Media in Public Relations* (pp. 126-137). New York: Routledge.

Coombs, W.T. (2014). Practical Strategies for Recovering Corporate Reputation . In R.C Chandler (Ed.) *Business and Corporate Integrity: Volume 2 Pragmatics* (pp. 173-191). Santa Barbara: Praeger.

Coombs, W.T. (2013). An Overview of Challenges Facing Collective Apologies: Their Use in the Corporate World. In D. Cuypers, D, Janssen, J. Haers, and B. Segaert (Eds.), *Public Apologies between Ritual and Regret* (pp. 229-248). Amsterdam: Rodopi.

Coombs, T. (2013). Crisis Communication Theory and Corporate Reputation. In C. Carroll (Ed.), *The Handbook of Communication and Corporate Reputation*, (pp. 262-278). Malden, MA: Wiley Blackwell.

Coombs, T. (2013). Future of Crisis Communication. In A. Thiessen (Ed.), *Handbuch Krisenmanagement* (pp. 395-402). Springer Fachmedien Wiesbaden.

Coombs, W.T. (2012). Olympic Torch Protests in France, Reactions in China: Carrefour Learns about International Crises. In A.M. George and C.B.. Pratt (Eds), *Case Studies in Crisis Communication* (pp. 152-170). New York: Routledge.

Coombs, W.T. (2012). The Emergence of the Paracrisis: Definition and Implication for Crisis Management. In S. Duhe` (Ed.), *New Media and Public Relations* (2nd ed.) (pp. 267-276). New York: Peter Lang Publishing.

Coombs, W.T. & Holladay, S.J. (2012). Internet Contagion Theory 2.0: How Internet Communication Channels Empower Stakeholders. In S. Duhe` (Ed.), *New Media and Public Relations* (2nd ed.) (pp. 21-30). New York: Peter Lang Publishing.

Coombs, W.T. (2010). Crisis Communication: A Developing Field. In R.L. Heath (ed.). *Handbook of public relations* (2nd)(pp. 477-488). Thousand Oaks, CA: Sage.

Coombs, W.T. (2010). Parameters for Crisis Communication. In W. T. Coombs & S. J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 17-53). Malden, MA: Blackwell Publishing.

Coombs, W.T. (2010). Crisis Communication and Its Allied Fields. In W. T. Coombs & S. J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 54-64). Malden, MA: Blackwell Publishing.

Coombs, W.T. (2010). Pursuing Evidence-Based Crisis Communication. In W. T. Coombs & S.J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 719-725). Malden, MA: Blackwell Publishing.

Coombs, W.T., & Holladay, S. J. (2010). Examining the effects of mutability and framing on perceptions of human-error and technical-error crises: Implications for Situational Crisis Communication Theory. In W. T. Coombs & S. J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 181-204). Malden, MA: Blackwell Publishing.

Fediuk, T.A., Coombs, W.T., & Botero, I.C. (2010). Exploring crisis from a receiver perspective: Understanding stakeholder reactions during crisis events. In W. T. Coombs & S.J. Holladay (eds.), *Handbook of Crisis Communication*(pp. 635-656). Malden, MA: Blackwell Publishing.

Coombs, W.T. (2009). Crisis, Crisis Communication, Reputation, and Rhetoric. In R. L. Heath, E. L. Toth, and D. Waymer (Eds.), *Rhetorical and Critical Approaches to Public Relations II* (pp. 237-252). New York: Routledge.

Coombs, W.T. (2009). Conceptualizing Crisis Communication. In D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication* (pp. 99-118). Mahwah, NJ: Lawrence Erlbaum Associates.

Coombs, W.T. (2008). The Future of Crisis Communication from an International Perspective. In T. Nolting and A. Tieben (Eds.), *Krisenmanagement in der Mediengesellschaft (Arbeitstitel)Potenziale und Perspektiven in der Krisenkommunikation* (pp. 275-287). Wiesbaden, Germany: VS-Verlag.

Coombs, W.T. (2008). Parallel Process Model and Government Preparedness Messages: Beyond duct Tape and Plastic Sheeting. In M.W. Seeger. T. L. Sellnow, & R.R. Ulmer Eds.), *Crisis Communication and the Public Health* (pp. 221-234). Cresskill, NJ: Hampton Press.

Coombs, W.T., & Holladay, S. J. (2007). Consumer empowerment through the web: How Internet contagions can increase stakeholder power. In S. C. Duhe (Ed.), *New Media and Public Relations* (pp. 175-188). New York: Peter Lang Publishing.

Coombs, W.T. (2007). The Development of Situational Crisis Communication Theory. In T. Hansen-Horn and B. Neff (Eds.), *Public Relations: From Theory to Practice* (pp. 262-277). Boston, MA: Pearson Education.

Coombs, W.T. (2006). Crisis management: A communicative approach. In V. Hazleton and C. Botan (Eds.), *Public Relations Theory II* (pp. 171-198)*.* Mahwah, NJ: Lawrence Erlbaum Associates.

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Coombs, W.T. (2005). Applying situational crisis communication theory. In E. H. James & L. L. Smith (Eds), *An Executive Briefing on Crisis Leadership* (31-44). Charlottesville, VA: The Batten Institute at the Darden Graduate School of Business Administration.

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Holladay, S.J., & Coombs, W.T. (2004). The political power of the aging. J. F. Nussbaum & J. Coupland (Eds.), *The Handbook of Communication and Aging Research* (2nd ed). Mahwah, New Jersey: Lawrence Erlbaum Associates.

Coombs, W.T., & Holladay, S.J. (2004). Reasoned action in crisis communication: An attribution Theory-Based approach to crisis management. In D.P. Millar and R. L. Heath (Ed.), *Responding to crisis: A rhetorical approach to crisis communication* (pp. 95-115). Mahwah, NJ: Lawrence Erlbaum Associates.

Coombs, W.T. (2000). Interpersonal communication and public relations. In R. Heath and G. Vasquez (Eds.), *Handbook of Public Relations* (pp. 105-114). Thousand Oaks: Sage Publications.

Komaki, J. L., Coombs, W.T., Redding, T. P. Jr., & Schepman, S. (2000). A rich and rigorous examination of applied behavior analysis research in the world of work. In C. L. Coop

and I. T. Robertson (Eds.), *International Review of Industrial and Organizational Psychology, 2000 Volume 15* (pp. 265-368). West Sussex, UK: John Wiley & Sons, Ltd.

Coombs, W.T. (1999). Crisis management: Advantages of a relational perspective. In J. A. Ledingham and S. D. Bruning (Eds.), *Relationship management: A relational approach to public relations* (75-91). Mahwah, NJ: Lawrence Erlbaum Associates.

Coombs, W.T., & Holladay, S.J. (1995). The emerging political power of the elderly. In J. Nussbaum and J. Coupland (Eds.), *Handbook of Communication and Aging Research* (317-342). Mahwah, NJ: Lawrence Erlbaum Associates, Publishers.

Coombs, W.T. (1993). Commissions as organizations: Characteristics, functions, and context. In C.M. Miller and B.C. McKinney (Eds.), *Government commission communication* (pp. 51-74). Praeger.

Signitzer, B., & Coombs, W.T. (1993). Conceptual convergences between public relations and public diplomacy. (pp. 321-332). In H.D. Fischer and U.G. Wahl (Eds.), *Public relations: Offentlichkeitsarbeit geschichte, grundlagen grenzziehungen*. Frankfurt am Main, Germany: Peter Lang.

Komaki, J.L., Coombs, W.T., & Schepman, S. (1991). Motivational implications of reinforcement theory. In R.M. Steers and L.W. Porter (Eds.), *Motivation and work behavior* (5th ed.). New York: McGraw-Hill.

ENCYCLOPEDIA ENTRIES

Encyclopedia of Public Relations Research (2nd ed.)(2013) R. L. Heath (Ed.). Thousand Oaks, CA: Sage Publications. (New Entries)

Paracrisis (pp. 637-638)
Situational Crisis Communication Theory (pp. 829-830)

Encyclopedia of Public Relations Research (2005) R. L. Heath (Ed.). Thousand Oaks, CA: Sage Publications.

Crisis and Crisis Management (pp. 217-221)
Crisis Communication (pp. 221-223)
Image (pp. 405-407)
Lucky Strike Green Campaign (pp. 495-498)
Muckrakers (pp. 547-551)
Objectives (pp. 583-584)
PERT Chart (pp. 616-617)
Process Research (pp. 644-645)
Public Relations Research (pp. 693-696)
Statistical Analysis (pp. 813-814)

The International Encyclopedia of Communication (2008). W. Donsbach (Ed.). Blackwell Publishing

Crisis Communication
Internet Usage across the Lifespan

EDITORIAL WORK

Series editor for PSI Business Security Series through Praeger.
Editor for *The Handbook of Business Security* with Praeger, 2008.
Guest editor for *Public Relations Review* issue on public relations pedagogy.
Guest editor for *Public Relations Review* issue on crisis and risk communication.
Co-Guest editor for *Journal of Public Relations Research* issue on crisis communication.

BOOK REVIEWS

Coombs, W. T. (2008). *Reconfiguring Public Relations: Ecology, Equity, and Enterprise. Public Relations Review. 34* 199-200.

Coombs, W. T. (2005). Does Success Breed Success? *Effect of News and Advertising on Corporate Reputation. Public Relations Review, 31*, 588-589.

Coombs, W. T. (2005). *All crises are global: Managing to escape chaos* and *Communication organizational crises. Public Relations Review, 31*, 153-154.

Coombs, W. T. (2004). *All Crises Are Global: Managing to Escape Chaos. Journalism & Mass Communication Quarterly, 81* (4), 931-932.

Coombs, W. T. (2003). *Strategic Communication in Crisis Management: Lessons for the Airline Industry. Journal of Contingencies and Crisis Management, 11*, 144-145.

Coombs, W. T. (2002). *Handbook of Public Relations. Management Communication Quarterly, 15*, 490-494.

Coombs, W. T. (1998). *Interpersonal Communication in Older Adulthood: Interdisciplinary Theory and Research. Contemporary Psychology, 43*(1), 50-51.

ONLINE JOURNAL ARTICLES

Coombs, W. T. (2014). State of Crisis Communication: Evidence and the Bleeding Edge. *Research Journal of the Institute for Public Relations*, *1*(1).

WEB PUBLICATIONS

Coombs, W.T. (2014). Crisis Management and Communication (Revised).
http://www.instituteforpr.org/crisis-management-communications/

Coombs, W. T. (2011). Crisis Management and Communication.
http://www.instituteforpr.org/crisis-management-and-communications/

Chandler, R. C., & Coombs, W. T. (May 2002). Business Continuity Teams: Fact, Fiction, and
Future Considerations.
http://www.contingencyplanning.com/article_index.cfm?article=472

PUBLISHED PROCEEDINGS

Coombs, W. T., & Holladay, S. J. (2007). Training teams for success. *Proceedings for Defuse
Disaster: CPM 2007 West* [CD]. Flemington, NJ: Witter Publishing Corporation CPM.

Coombs, W. T. & Holladay, S. J. (2006). Crisis management as organizational DNA.
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NJ: Witter Publishing Corporation.

Coombs, W. T. & Holladay, S. J. (2006). Aggression at work: Applying the workplace
aggression tolerance questionnaire. Our Emotions at Work! Peer-Reviewed Proceedings
for Association for Business Communication Southeast/East United States Conference
(pp. 3-12).

Coombs, W. T. & Holladay, S. J. (2005). Overcoming team myths: Ways to create effective
business continuity teams. *Proceedings for The Future is Convergence: CPM 2005 West*
(pp. 433-440). Flemington, NJ: Witter Publishing Corporation.

Coombs, W. T. & Holladay, S. J. (2004). Culture Management: Embedding Your BC Program
within the Culture. *Proceedings for The More Things Stay the Same The More They Need
to Change: CPM 2004 West* (pp. 438-446). Flemington, NJ: Witter Publishing
Corporation.

Coombs, W. T. & Holladay, S. J. (2003). They Will Resist: Understanding and Overcoming
Human Roadblocks to BCP. *Proceedings for The 7th Annual Business Continuity
Conference & Exhibition* (pp. 455-461). Flemington, NJ: Witter Publishing Corporation.

Coombs, W. T. (2002). Maximizing Team Members' Involvement: Developing Team
Communication. Continuity Planning. *Proceedings for CPM 2002* (pp. 21-26).
Flemington, NJ: Witter Publishing Corporation.

Chandler, R. C., Coombs, W. T., & Holladay, S. J. (2001). When Team Members Speak the Same Language But... *Proceedings of the Fall World 2001*. (Day 2 pp. 12-28). St. Louis: Disaster Recovery Journal.

Coombs, W. T. (2001). The Human Factors of Business Continuity Planning. *Proceedings for CPM 2001* (pp. 46-56). Flemington, NJ: Witter Publishing Corporation.

Chandler, R. C., & Coombs, W. T. (2001). The Right Stuff: A Model for the Selection & Training of Contingency Managers and Crisis Management Teams. *Proceedings for CPM 2001* (pp. 32-43). Flemington, NJ: Witter Publishing Corporation.

Chandler, R. C., Coombs, W. T. , & Holladay, S. J. (2001). Team Decision-Making: Attributes & Skills of Successful Disaster Contingency Teams. *Proceedings of the Spring World 2001* (Day 3 pp. 1-14). St. Louis: Disaster Recovery Journal.

Coombs, W. T. (2000). Developing the Stakeholder Communication Network. *Proceedings for CPM 2000* (pp. 442-446). Flemington, NJ: Witter Publishing Corporation.

Coombs, W. T. (1997). Projecting the Proper Image: Delivery in the Press Conference. In L. Barton (Ed.), *New Avenues in Crisis Management, Volume VI* (pp. 10-16). Las Vegas: UNLV Publications.

Coombs, W. T. (1997). Re-Thinking Public Diplomacy: Refinements and Improvements for Pursuing Business Objectives. *Business Research Yearbook: Global Business Perspectives*, *4*, 830-833.

Coombs, W.T., & Chandler, R.C. (1996). Crisis Teams: Revisiting Their Selection and Training. In L. Barton (Ed.), *New Avenues in Crisis Management, Volume V* (pp. 7-15).

Coombs, W.T. (1996). Alternative Resources for Public Diplomacy: The "Net" as a Viable Resource. *Business Research Yearbook: Global Business Perspectives, 3*, 704-708.

Coombs, W. T. & Chandler, R.C. (1995). The Arrogance and Its Agony: The Importance of Understanding the Argumentative Dimensions of Crisis Communication. In S. Jackson (Ed.), *Argumentation and Values: Proceedings of the Ninth SCA/AFA Conference on Argumentation*, (pp. 296-301). Annadale, VA: Speech Communication Association.

Coombs, W.T. (1995). Strategic public diplomacy: Concerns and future directions for a developing area. *Business Research Yearbook: Global Business Perspectives, 2*, 769-773.

Coombs, W.T., Holladay, S.J., Hazleton, V., & Chandler, R.C. (1995). Crisis Management Grid: Theory and Application in Crisis Management. In L. Barton (Ed.), *Proceedings for the*

New Avenues in Risk & Crisis Communication Conference, Volume 4, (pp. 30-39). Las Vegas: UNLV Publications.

Coombs, W.T. (1994). Crisis response strategies: An exploratory study. In L. Barton (Ed.), *Proceedings from the New Avenues in Risk & Crisis Communication Conference, Volume 3*, (pp. 19-31). Las Vegas: UNLV Publications.

Coombs, W.T. (1992). Support [YOUR ISSUE HERE] because it will help clean-up the environment: Advocacy advertising and the environment. In C.L. Oravec and J.G. Cantrill (Eds.), *Proceedings from the Conference on the Discourse of Environmental Advocacy*. Salt Lake City: University of Utah Humanities Center.

FUNDED RESEARCH

Coombs, W. T. (2014). "Translating Academic Knowledge in Crisis Communication to the Profession" $10,000 From the Institute for Public Relations.

Coombs, W.T. (2014). "Online Activism." $50,000 from NEMO Project, Lund University, Helsingborg Campus.

Coombs, W. T., & Holladay, S. J. (2004). "Apology verses Compensation: A Video Test of the Effects of Crisis Response Strategies." Faculty Research Grant for $1,000 from Eastern Illinois University.

COMPETITIVELY SELECTED CONVENTION PAPERS SINCE 2000

Coombs, W.T. & Holladay, S.J. (2016). When a Scandal and a Crisis Fuse: Exploring the Communicative Implications of Scansis. Paper presented at the 1st International Conference on Scandology, Bamberg, Germany.

Coombs, W.T. & Holladay, S.J. (2016). Social Issue Qua Wicked Problems: The Role of Strategic Communication in Social Issues Management. Paper presented at the annual meeting of EUPRERA, Groningen, Netherlands.

Coombs, W.T. & Holladay, S.J. (2016). Explicating Hashtag Hijacking: Epic Social Media Fail or Realistic Engagement? Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.

Coombs, W.T., Claeys, A.S. & Holladay, S.J. (2015) Debunking the Myth of Denial's Effectiveness in Crisis Communication: Context Matters. Paper presented at the 101st Annual Meeting of NCA, Las Vegas, NV.

Coombs, W.T. (2015). Origin Stories in CSR: Genesis of CSR at British American Tobacco. Paper presented at CSRCOM 2015: The 3rd International CSR Communication Conference, Ljubljana, Slovenia.

Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). The Anti-social Nature of U.S. Food Recalls: How Firms avoid Social Media during Food Safety Crises. Paper presented at Crisis4: 4th International Conference on Crisis Communication in the 21st Century, Helsingborg, Sweden.

Coombs, W.T. & Holladay, S.J. (2015). The Auto-communication Function of Crisis Communication: Reconsidering the target and Outcomes of Crisis Communication. Paper presented at Crisis4: 4th International Conference on Crisis Communication in the 21st Century, Helsingborg, Sweden.

Coombs, W.T. & Holladay, S.J. (2015). Corporate use of Social Media during Food Product Harm Crises: Exploring the "Social Nature" of Product Recalls. Paper presented at Crisis4: 4th International Conference on Crisis Communication in the 21st Century, Helsingborg, Sweden.

Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). How Companies use Social Media during Food Recalls. Paper presented at the 18th Annual IPPRC, Miami, FL.

Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). How Companies use Social Media during Food Recalls "Public Relations Research Showcase" at PRSA Annual Conference, Atlanta, GA.

Coombs, W.T. & Holladay, S.J. (2015) State of Play between Practice and Academic: Collaborative Obfuscation of Intent. Paper presented at Barcelona Meeting COM#5, Barcelona, Spain.

Coombs, W.T. (2015). Heath's Perspectives on Issues Management. Plenary session at Barcelona Meeting COM#5, Barcelona, Spain.

Young, P. & Coombs, W.T. (2015) Understanding the Digital Naturals: From Theory to Practice. Paper presented at Barcelona Meeting COM#5, Barcelona, Spain.

Coombs, W.T., Claeys, A.S., & Holladay, S.J. (2014). Social Media's Value in a Crisis: Channel Effect or Stealing Thunder? CCI Conference on Corporate Communication, Hong Kong, June 3, 2014.

Coombs, W.T., & Holladay, S.J. (2014). Corporate tweets: Social or parasocial interaction? Paper presented at the 17th Annual International Public Relations Research Conference, Miami, FL.

Coombs, W.T., & Holladay, S.J. (2013). Moving toward a Stakeholder-centric View of Crisis Communication: Implications for Practice and Society. Paper presented at the annual meeting of the International Communication Association, June 2013, London, UK.

Coombs, W.T. (2013). CSR as Crisis Risk: Expanding how we conceptualize the relationship. Paper presented at the 2nd International CSR Communication Conference, Sept. 2013,Aarhus, Denmark,.

Coombs, W. T. (2013). Cases and Experiments: Strategic Communication Contributions to Crisis-related Reputation Repair. Paper presented at the 2013 Annual Reputation Symposium, Sept. 2013, Oxford University, UK.

Coombs, W.T. (2013). Evolution Guided by Research: The Revised Situation Crisis Communication Theory (SCCT). Paper presented at 3rd International Conference on Crisis Communication in the 21st Century, Oct. 2013, Erfurt, Germany.

Coombs, W.T. (2013). Methodological Challenges of Cross-Cultural and Cross-National Crisis Communication Research. Paper presented at 3rd International Conference on Crisis Communication in the 21st Century, Oct. 2013, Erfurt, German.

Coombs, W.T., Frandsen, F., Johansen, W., & Holladay, S.J. (2013). Conceptualizing the Sub arena: Exploring the Boundaries within the Rhetorical Arena. Paper presented at 3rd International Conference on Crisis Communication in the 21st Century, Oct. 2013, Erfurt, Germany.

Coombs, W. T., & Holladay, S. J. (2013, July). Public relations' "Relationship identity" in research: Enlightenment or illusion. Paper to be presented at the 3rd meeting of the International PR 2013 Conference, Universitat Oberta de Cantalunya, Barcelona, Spain.

Coombs, W. T., & Holladay, S. J., Fransden, F., Johansen, W. (2013, March). Livestrong to livewrong: Analyzing and conceptualizing sub-arenas of crisis communication in the Lance Armstrong doping crisis. Paper presented at the 16th Annual International Public Relations Research Conference, Miami, FL.

Coombs, W.T. (2012). A Crisis-holder Approach to Crisis Communication: Implications for the Central and Peripheral Routes for Processing Crisis Response Strategies. Paper presented at the meeting of the National Communication Association, Orlando, FL.

Coombs, W.T. & Holladay, S.J. (2012). Apologies in the Corporate World: What Constitutes an "Effective" Ritual in a Crisis. Paper presented at the Annual meetings of EUPRERA, September 2012, Istanbul, Turkey. (Top Paper Award)

Coombs, W.T. & Holladay, S.J. (2012). The Great Automobile Race of 1908 as a Public Relations Phenomenon: Lessons from the Past. Paper presented at the International History of Public Relations Conference, July 2011, Bournemouth University, Bournemouth, UK.

Coombs, W.T. & Holladay, S.J. (2012). "The Crowd" Versus the "The Brand": Public Relations in an Age of Social Media. Paper presented at Barcelona Meeting Com#2: International PR 2011 Conference, 29 June 2011, Universitat Oberta de Cantalunya, Barcelona, Spain.

Coombs, W.T. & Holladay, S.J. (2012). Absolute Verses Reserved Denials: Exploring

Variations in Denial as a Crisis Response Strategy. Paper presented at the Fifteenth Annual International Public Relations Research Conference, March 2012 Miami, FL.

Coombs, W.T. (2012). Apologies in the Corporate World: What Constitutes an "Effective" Ritual in a Crisis. Paper presented at the International Workshop the Ritual of Apology, March 2012, Antwerp, Belgium.

Coombs, W.T. & Holladay, S.J. (2011). The Pseudo-Panopticon: The Illusion Created by CSR Related Transparency and the Internet. Paper presented at CSR Communication Conference, 27 October 2011, University of Amsterdam, Amsterdam, The Netherlands.

Coombs, W.T. & Holladay, S.J. (2011). The Paracrisis: The Alpha of Crisis Communication. Paper presented at Crisis Communication in an Age of Complexity: Second International Conference on Crisis Communication at the Beginning of the 21st Century, 6 October 2011, Aarhus University, Aarhus, Denmark.

Coombs, W.T. & Holladay, S.J. (2011). Public Relations' Role in Creating Turbulence: Promoting "Ghost" Social Issues. Paper presented at the annual meeting of EUPRERA, 9 September 2011, Leeds Metropolitan University, Leeds, UK.

Coombs, W.T. & Holladay, S.J. (2011). Privileging an Activist vs. a Corporate View of Public Relations History in the U.S. Paper presented at the International History of Public Relations Conference, 6 July 2011, Bournemouth University, Bournemouth, UK.

Holladay, S.J., & Coombs, W. T. (2011). Internal Communication Dynamics during a Crisis: Analysis of Reactions to the Threat. Paper presented at Bledcom 2011, 2 July 2011, Bled, Slovenia.

Coombs, W.T. & Holladay, S.J. (2011). Fringe Public Relations: How Activism Moves Critical PR toward the Mainstream. Paper presented at Barcelona Meeting Com#1: International PR 2011 Conference, 29 June 2011, Universitat Oberta de Cantalunya, Barcelona, Spain.

Holladay, S. J., & Coombs, W. T. (2010, November). Public Relations Literacy: Developing Critical Consumers of Public Relations. Paper presented at the meeting of the National Communication Association, San Francisco, CA.

Schwarz, A., Coombs, W. T., Loffelholz, M, Schleicher, K., Johansen, W., & Frandsen, F. (2010, October). International and cross-cultural crisis communication research: Conceptual and methodological challenges. Paper presented at the annual meeting of ECREA, Hamburg, Germany.

Coombs, W. T., & Holladay, S. J. (2010, October). CSR, reputation, and crisis: A potentially volatile mix. Paper presented at the 7th International Conference on Corporate Identity/ Associations Research Group, Hannover, Germany.

Coombs, W. T., Chandler, R. C., & Holladay, S. J. (2010, May). Application of the Workplace Aggression Tolerance Questionnaire. Paper presented at the George Gerbner Conference on Communication, Conflict, and Aggression, Budapest, Hungary.

Coombs, W. T., & Holladay, S. J., & Chandler, R. C. (2010, May). An Exploratory Study of Anger Expression as a Managerial Advancement Strategy: Verbal Aggression as a Limitation. Paper presented at the George Gerbner Conference on Communication, Conflict, and Aggression, Budapest, Hungary.

Coombs, W. T., & Holladay, S. J. (2009, November). Seeing and feeling: An exploratory investigation of the effects of visual images on perceptions of crisis situations. Paper to be presented at the meeting of the National Communication Association, Chicago, IL

Coombs, W. T., & Holladay, S. J. (2009, Sept). Transparency = Motivation $\times$ Activism^2: Transparency as a Process rather than a Quality. Paper presented at Stirling 21 Conference, Stirling, UK.

Holladay, S. J., & Coombs, W. T. (2009, Sept). Refining the Concept of Public Relations Literacy: Developing Critical Consumers of Public Relations. Paper presented at the EUPRERA Conference, Bucharest, Romania.

Coombs, W. T., & Holladay, S. J. (2009, March). Does what they see affect how they react: The effects of victim and neutral photographs on reactions to crisis events. Paper presented at the Twelfth Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T., & Holladay, S. J. (2008, Oct.). Corporate Social Responsibility: Missed Opportunity for Institutionalizing Public Relations? Paper presented at the EUPRERA Conference, Milan, Italy.

Fediuk, T.A., Coombs, W.T., & Botero, I.C. (2008). Exploring crisis from a receiver perspective: Introducing a cognitive model for understanding information processing during a crisis event. Academy of Management annual conference, Anaheim, CA: August 8-13.

Coombs, W. T., & Holladay, S. J. (2008, July). Cooperation, Co-optation, or Capitulation: Factors Shaping Activist-Corporate Partnerships. Paper presented at the Radical PR: Alternative Visions and Future Directions, Stirling, Scotland.

Coombs, W. T., & Holladay, S. J. (2008, March). Online Instructive Churn: One Recipe for Turning Lemons into Lemonade. Paper presented at the Eleventh Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T., & Eife, T. A. (2007). Euro Changeover in Germany: The Case for Extending

Issues Management to Policy Implementation. Paper to be presented at the annual meeting of the National Communication Association, Chicago, IL.

Coombs, W. T., Holladay, S. J., & Winch, M. E. (2007, September). Securing social legitimacy markers: The legitimacy procurement model. Paper presented at the meeting of EUPRERA, Roskilde University, Denmark.

Coombs, W. T., & Holladay, S. J. (2007, July). The Negative Communication Dynamic: Exploring the Impact of Stakeholder Affect on Behavioral Intentions. Paper presented at the The Alan Rawel CIPR Academic Conference 2007, London, UK.

Coombs, W. T., Holladay, S. J., & Fediuk, T. (2007, March). Further Explorations of Post-Crisis Communication and Stakeholder Anger: The Negative Communication Dynamic Model. Paper presented at the Tenth Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T., & Holladay, S. J. (2006, Nov). Further explorations of post-crisis communication: Effects of media and response strategies on perceptions and intentions. Presented at the annual meeting of the National Communication Association, San Antonio, TX.

Coombs, W. T. (2006, Oct). Business case for Millennium goals: Stakeholder expectation gaps. Paper presented as part of the Virtual Forum for A Global Forum: Business as Agent of World Benefit, Cleveland, OH.

Coombs, W. T., & Holladay, S. J. (2006, Sept). Privileging stakeholder expectations: A Co-Creation approach to corporate social responsibility. Paper presented at the annual meeting of EUPRERA, Carlisle, UK.

Coombs, W. T., & Holladay, S. J. (2006, March). Aggression at work: Applying the workplace aggression tolerance questionnaire. Paper presented at the meeting of the Association for Business Communication, Tampa, FL.

Coombs, W. T. & Holladay, S. J. (2006, March). Effects of Response Strategies and Media on Post-Crisis Perceptions and Intentions. Paper presented at the Ninth Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T. & Holladay, S. J. (2005). Internet as mode of resistance: Leveraging internet contagions. Paper presented at the 4th Critical Management Studies Conference, Cambridge, UK.

Coombs, W. T. & Holladay, S. J. (2005). Halo or reputational capital: Reputations and crisis management. Paper presented at The Alan Rawel CIPR Academic Conference 2005, Lincoln, UK.

Coombs, W. T. & Holladay, S. J. (2005). Silver anvil objectives: What "the best" tell us about

research. Paper presented at the Eight Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T. & Chandler, R. C. (2005). Rethinking post-crisis strategies from a receiver orientation. Paper presented at the Eight Annual International Public Relations Research Conference, Miami, FL.

Coombs, W. T. & Holladay, S. J. (2004). Understanding the Dynamics of Crisis Framing: An Exploratory Study of the Nature of Crisis Framing. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Coombs, W. T. (2004). A Theoretical Frame for Post-Crisis Communication: Situational Crisis Communication Theory. Paper presented at the 2nd Florida State International Symposium on Attribution Theory, Tallahassee, FL.

Coombs, W. T. & Holladay, S. J. (2004). Crisis Frames and Prior Reputation: Their Effects on Organizational Reputation. Paper presented at 7th International Public Relations Research Conference, Miami, FL.

Coombs, W. T. & Holladay, S. J. (2004). Revealing Reputation's Halo Effect in Crisis Management. Paper presented at 3rd International Conference of the Corporate Identity/Associations Research Group, Los Angeles, CA.

Coombs, W. T. & Holladay, S. J. (2004). Exploratory Study of Stakeholder Emotions: Affect and Crisis Paper presented at the Fourth International Conference on Emotions and Organizational Life, London, UK.

Coombs, W. T. (2003). Technical or Human-Error: Mutability and Why That Distinction Matters in Crisis Communication. Paper presented at the annual meeting of the National Communication Association, Miami, FL.

Coombs, W. T. & Youngquist, J. (2003). Preliminary Assessment of the Situational Crisis Communication Theory. Paper presented at the annual meeting of the National Communication Association, Miami, FL.

Coombs, W. T. (2002) Further Testing of the Symbolic Crisis Communication Theory: An Extend Examination of Crisis History as a Modifier. (Top 4 paper in Public Relations Division). Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.

Coombs, W. T. & Holladay, S. J. (2002) Understanding the Aggressive Workplace: Development of the Workplace Aggression Tolerance Questionnaire. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.

Coombs, W. T. (2001). Internet Contagion Theory: Understanding and Predicting Shifts in Organization-Stakeholder Relationships. Paper presented at the annual meeting of the National Communication Association, Atlanta, GA.

Holladay, S. J., & Coombs, W. T. (2001). Media Portrayals of the Intergenerational Battle over 'Grandparents' Rights': An Examination of the *Troxel v Granville* case. Paper presented at the annual meeting of National Communication Association, Atlanta, GA.

Coombs, W. T., & Holladay, S. J. (2001). Advancing Public Relations Theory: Initial Tests of the Symbolic Crisis Communication Theory. (Top Three Paper in the Public Relations Division). Paper presented at the annual meeting of the International Communication Association, Washington, DC.

Coombs, W. T. (2000). An Extended Examination of the Crisis Situations: A Fusion of the Relational Management and Symbolic Approaches. (Top four paper in the Public Relations Division). Paper presented at the annual meeting of the National Communication Association, Seattle, WA.

Coombs, W. T. & Holladay, S. J. (2000). Reasoned Action in Crisis Communication: Extending the Evaluation of the Symbolic Approach of Crisis Management. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.

Prior to 2000, 53 Competitively Selected Conference Papers.

COMPETITIVELY SELECTED PANEL PRESENTATIONS SINCE 2000

Coombs, W.T. & Holladay, S.J. (2014, November). Situational Crisis Communication Theory: Theory Building and Refinement. To presented at the annual meeting of the National Communication Association, Chicago, IL.

Coombs, W. T. & Holladay, S. J. (2010, November). When Stakeholders Attack Online: Understanding the Dynamics of Cyber Attacks as Crises. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Coombs, W. T. (2007). The Role of Ethics Training in Corporate Ethics Compliance Programs. Paper to be presented at the annual meeting of the National Communication Association, Chicago, IL.

Coombs, W. T. (2005). Situational crisis communication theory (Part of Pre-Conference Integrating Research and Outreach in Crisis and Risk Communication). Paper presented at the annual meeting of the National Communication Association, Boston, MA.

Coombs, W. T. (2005). The communication-management divide in crisis communication: Why so few calls are returned. Paper presented at the annual meeting of the National Communication Association, Boston, MA.

Coombs, W. T. (2005). NCA Roundtable on Research Opportunities in Crisis and Risk
Communication. Invited Presenter at the annual meeting of the National Communication
Association, Boston, MA.

Coombs, W. T. (2004). Constraints on Creating Corporate Identities. Paper presented at the
annual meeting of AEJMC, Toronto, CA.

Coombs, W. T. (2001). Deep and Surface Threats: Crisis vs Problem and the Impact on
Response Selection. Paper presented at the annual meeting of National Communication
Association, Atlanta, GA.

Coombs, W. T. (2001). School Crises: Athletic Department Considerations. Paper presented at
the annual meeting of the International Communication Association, Washington, D.C.

Coombs, W. T. (2001). Interpersonal Perspective on the *Handbook of Public Relations*. Paper
presented at the annual meeting of the International Communication Association,
Washington, D.C.

Prior to 2000, 12 Competitively Selected Panel Presentations.

VIDEO PODCASTS

How Theory Informs Practice: Situational Crisis Communication Theory. (for The Institute for
Public Relations) http://www.instituteforpr.org/theory-informs-practice-situational-crisis-
communication-theory/

Social Media and Crisis Management (for Aarhus School of Business)
http://www.asbcast.dk/ViewAsset.aspx?AssetID=134&

Situational Crisis Communication Theory (for Aarhus School of Business)
http://www.asbcast.dk/ViewAsset.aspx?AssetID=133&

ACADEMIC WORKSHOPS AND PUBLIC LECTURES

"New Reality of Crisis Communication: The Effects of Digital Channels and Reputation."
Ocean University of China, Qingdao, China, May 2017.

"Why Crisis Communication Matters: Cases of the Good, the Bad and the Ugly." Royal Roads
University, Victoria, Canada, March 2017.

"What Research Can Teach Us: An Evidence-based Approach to Crisis Communication."
Northwestern University Crisis Communication Workshop, December 2016.

"Strategic Communication in the Age of Digital Naturals: Strategy Still Matters." Keynote
delivered at the 1st Annual Conference of the Public Relations Society of China and 9th
International Forum on Public Relations & Advertising, Hong Kong, December 2-6, 2016
organized by the Public Relations Society of China (PRSC)

"Towards Evidence-based Crisis Communication: The Key Insights from Research." University
of Amsterdam , October, 2016.

"To prepare, or not to prepare, that is the question": Training College Student for Active
Shooters (Delivered with R. Whitten). Presented at the ICA Pre-conference
Remembering, Regulating, and Resilience, Fukuoka, Japan, June 2016.

"Activists and Crisis Communication." Guest lecture at Mid Sweden University, Sundsvall,
(Delivered with S.J. Holladay). Sweden, May, 2016

"Corporate Communication: An International Journal." Presentation at the annual meeting of
the Corporate Communication Association, New York City, May, 2016

"Learning from History: Pivotal Insights from the Development of Crisis Communication
Research."   Delivered to the Executive Masters' Program, Aarhus University, March,
2016.

" The Role of the Reputation Crisis: Causes and Consequences." Delivered to the Executive
Masters' Program, Aarhus University, March, 2016.

"Corporate Socialization: How Social Media and Social Issues can Drive CSR." KEYNOTE at
CSRCOM 2015: The 3rd International CSR Communication Conference, Ljubljana,
Slovenia. September, 2015

"Digital Naturals as Activists: Superheroes of Dilettantes?" New Media, Modern Democracy
Practitioner Forum, Lund University Helsingborg Campus, Helsingborg, Sweden, Oct.
17, 2014

"Of Plane Crashes and Financial Meltdowns: Crisis Communication in Media and Social Media
Networks." Presentation delivered at Pontifical Catholic University of Argentina, August
25, 2014. (Arranged in behalf of the U.S. Embassy in Argentina).

"Being a Crisis Communicator in the Digital Age." Presentation delivered at University of San
Andrés, August 27, 2014. (Arranged in behalf of the U.S. Embassy in Argentina).

"What We Know and What We Need to Know: The Present and Future of Crisis
Communication." Presentation delivered at the Center for Chinese Media and
Comparative Communication Research, School of Journalism and Communication,
Chinese University of Hong Kong, June 5, 2014.

"Theory Relates to Practice in Crisis Communication: Quest to Create Knowledge."
Presentation delivered to School of Public Policy and Management, Tsinghua University,
Beijing China, May 18, 2014.

"The Development of Situational Crisis Communication Theory (SCCT)." Presentation
delivered at Peking University, May 19, 2014.

"Social media as mutagens: The changing nature of crises and effects on crisis communication."
Delivered at Gothenburg University, Gothenburg Sweden, January 2014.

"Getting Published & Building a Research Career." Research Symposium, Lund University,
Helsingborg Campus, Nov. 2013.

"What Zombies teach us about Social Media Crises: Managing Crises in the Digital Age."
Presentation for the NEMO Conference, Lund University, Helsingborg , Oct. 2013.

"Social Media and Crisis." Research Symposium, Lund University, Helsingborg Campus, Sept.
2013.

"Order from Chaos: Understanding the Interplay of Social Media and
Crisis Communication." Keynote at Conference on Crisis and Rhetoric, November 2012,
Örebro, Sweden

"Risk and Crisis in a Dynamic Environment: Crisis Communication in a Wired World."
Opening keynote at EUPRERA Conference 2010, "Communication in a changing
society; dynamics, risks and uncertainty," Jyväskylä, Finland, Sept. 23, 2010.

"International Crisis Communication." Closing **Keynote** at Crisis Communication at the
Beginning of the 21st Century, Ilmenau, Germany, Oct. 10, 2009.

"Crisis and the Online Worlds." Part of PhD Seminar delivered at the Aarhus School of
Business, University of Aarhus, Aarhus, Denmark, Oct. 7, 2009.

"Evolution of Crisis Communication: Building Evidence." Part of PhD Seminar delivered at the
Aarhus School of Business, University of Aarhus, Aarhus, Denmark, Oct. 7, 2009.

"Relationships between Corporate Social Responsibility, Activists, and Public Relation."
(Delivered with S.J. Holladay). Part of research seminar at Mid Sweden University, May
13, 2009.

"Building and Evidence-Based Approach to Crisis Communication: Past, Present, and Future."
Keynote presentation for the 2nd International Conference on New Media and Public
Relations Innovations - Crisis Communication, Hong Kong, China, Dec. 5, 2008.

"Improved Advice for Crisis Managers: The Quest for Evidence-Based Crisis Response

Guidance." Presented at the Aarhus School of Business, University of Aarhus, Aarhus, Denmark, Nov. 26, 2008.

"U.S. Public Relations: Problems and Progress." (with S. J. Holladay). Presentation for students and faculty, University of Lund, Helsingborg, Sweden, September, 2007.

"Building a Crisis Sensing Mechanism." Workshop for the 2007 ISCRAM Conference, Delft, the Netherlands.

"Training Teams for Success." Presented at CPM West 2007. Las Vegas, NV. (With S. Holladay)

"Implications for Crisis Management as Organizational DNA." Presented at ISCRAM-TIEMS Summer School on Blended Crisis Response Teams. Tilburg, Netherlands.

Invited participant to Darden School of Management's Batten Institute "Defining Leadership: A Forum to Discuss Crisis Leadership Competency," October 14-16, 2004.

"Business Continuity Planning for Terrorism." Presented at Pepperdine University, April 16, 2004.

 "Presentational skills as Consulting." Presented to the National Communication Association, November, Miami, FL, 2003.

"Crisis Communication: An Ongoing Process." University of Technology Sydney, Sydney, Australia (2001).

"The Evolution of the Symbolic Theory of Crisis Communication." Pepperdine University, Malibu, CA (2001).

PROFESSIONAL WORKSHOPS AND PUBLIC LECTURES

 "Crisis Communication as Strategic Communication." Workshop for public relations professionals and educators, Hong Kong, December, 2016

 "Effective Crisis Communication Management: Digital Concerns." Keynote at the International Public Relations Summit, Jakarta, Indonesia, May, 2016.

"Crisis Communication Training." Training session for Indonesian public relations professionals at the International Public Relations Summit, Jakarta, Indonesia, May, 2016.

"Stakeholder-Organizational Relationships in a Digital Age."   Keynote at Communicare 20, Sundsvall (Delivered with S.J. Holladay). Sweden, May, 2016

"Crisis in the Digital Age: Paracrises and Reputational Crises." Presentation for the Alumni of the Executive Masters' Program, Aarhus University, March, 2016.

"Preparing for Crises Today: The 'Whys' and 'Hows' of the Crisis Communication Plan." Presentation at Message Matters Conference, Santa Ana Pueblo, NM. December, 2015.

"Insuring Stakeholders are Assets not Liabilities in a Crisis." 17th EMScom Excellence-in communication Lecture, Zurich, Switzerland, Oct. 9, 2014

"Public Relations and Institutional Dialogue: A Critical View." Keynote at CPRPA 4th International Public Relations Conference, Buenos Aires, Argentina, August 26, 2014.

"What zombies teach us about social media crises." Florida Public Relations Association, Capital Chapter, Tallahassee, FL, July 2014.

"The Changing Landscape of Corporate Crisis Communication: Life in the Omni-media Era." Keynote at The International Symposium on Crisis Communication and Media Relation sponsored by the School of Journalism and Communication and the Israel Epstein Center for Global Media and Communication at Tsinghua University along with the Chinese Association of Global Communication, Beijing, China, May 17, 2014.

"From Black to Grey: Knowledge and Knowledge Gaps in Crisis Communication." Presentation for Public Relations Leadership Forum sponsored by the Institute for Public Relations and The Arthur Page Society, Chicago, IL, May 8, 2014.

"The Emergence of Stakeholder Generated Engagement: Challenges of Issues and Crisis Management." Third Corporate Communication Summit, Diederich College of Communication, Marquette University, Milwaukee, WI, April 10, 2014.

"What zombies teach us about social media crises: Managing crises in the digital age." Paper presented at the Fourth Annual meeting of ICRC, Orlando, FL March 2014.

"Crisis Management: Preparation and Practical Tools." Keynote at the Canadian CEO Leadership Summit, Sauder School of Business, University of British Columbia, Vancouver, Canada, Dec. 2013.

"Social Media and Crisis Communication: The Good, the Bad & the Ugly." Presentation given to Svergies Kommunikatorer, Malmo, Sweden, Nov. 2013

"Do you know what public relations is? You should, it influences your life in many ways." Presentation for the Community Open at Lund University, Helsingborg Campus, Nov. 2013.

"How Theory Informs Practice and Back Again: Situational Crisis Communication Theory." Pathfinder Award Lecture, Yale Club, New York City, Nov. 2013.

"Crisis Communication at the Executive Level." Seminar leader at European School of Management and Technology, Berlin, Germany, Nov. 2013.

"Crisis Management in a "Social" World." Keynote at PR Week, Jakarta, Indonesia, Oct. 2013.

"Social Media: Challenges and Opportunities for Authorities Managing Crises." Keynote at
        Danish National Police Conference on Social Media, Copenhagen, Sweden, Sept. 2013.

"Mythbusting Social Media and Crisis Communication: Separating
        Reality from Hype." Keynote at the International PR Summit, October 2012, Bali,
        Indonesia.

"Food Protection as Risk and Crisis Communication." Presentation for
        Daesang Corporation, June 2012, Seoul, South Korea.

"US Food Protection Plan and Crisis Communication in Action:
        Diamond Pet Food." Presentation for the National Food Safety Information
        Service(NFSI), June 2012, Seoul, South Korea.

"The Complexity of Domestic Food Safety: Challenges for Food Safety
        Related Communication in the USA." Keynote at 2012 Annual Meeting of Korean
        Society of Food Science and Technology, June 2012, Daejeaon, South Korean.

"Harnessing Social Media in a National Security Crisis." Keynote at APPSNO 2012, April
        2012, Singapore.

"Social Media's Value for Government." Presentation for the Singapore Police Force, April
        2012, Singapore.

"Crisis Management in Higher Education: Crisis Management as DNA." Presentation as part of
        the Peabody Professional Institute, Vanderbilt University, Nashville, TN,   July 2009.

"Public Relations as Managing Influence." (Delivery with S.J. Holladay). **Keynote** address at
        Communicare 2009 Sundsvall , Sweden, May 14, 2009.

"Online Instructive Churn: One Recipe for Turing Lemons into Lemonade." (with S.J.
        Holladay). Presentation for The Point of Contention: PRSA International Conference
        given Oct. 26, 2008, Detroit, MI.

"Situational Crisis Communication Theory: Informing Crisis Response."   Presentation for
        Apeland Informasjon (a Norwegian Communication Consultancy) given August 13,
        2008, Chicago, IL.

"Community and Emergency Communication." Presentation for Department of Energy EPI
        Subcommittee Meeting, May 2008, Reston, VA.

"Crisis Management as Organizational DNA." Presented at CPM West 2006. Las Vegas, NV.
        (With S. Holladay)

"Overcoming team myths: Ways to create effective business continuity teams." Presented at
	CPM West 2005. Las Vegas, NV, 2005. (With S. Holladay).

"Crisis Management for Small Businesses." Presented to the Charleston Rotary Club, March 23,
	2004.

"Culture Management: Embedding Your BC Program within the Culture." Presented at CPM
	West 2004, Las Vegas, NV, 2004. (With S. Holladay).

 "They Will Resist: Understanding and Overcoming Human Roadblocks to BCP." Presented at
	the 7th Annual Business Continuity Conference & Exhibition, Las Vegas, NV, 2003.
	(With S. J. Holladay).

"Winning Acceptance for Business Continuity: Overcoming Change Resistance." Presented to
	American Red Cross Greater Cleveland Chapter, April, 2002.

"Maximizing Team Members' Involvement: Developing a Positive Climate for Team
	Communication." Presented at the Contingency Planning & Management Conference &
	Exhibition, New Orleans, LA, April, 2002.

"When Team Members Speak the Same Language But..." Presented at Fall World 2001, 13th
	Annual Corporate Contingency Planning Seminar and Exhibition, Orlando, FL,
	September, 2001. (With R. C. Chandler & S. J. Holladay).

"The Human Factors of Business Continuity Planning." Presented at the Contingency Planning
	& Management Conference & Exhibition, Boston, MA (2001).

"The Right Stuff: A Model for the Selection & Training of Contingency Managers and Crisis
	Management Teams." Presented at the Contingency Planning & Management Conference
	& Exhibition, Boston, MA (2001). (With R. C. Chandler).

"Team Decision-Making: Attributes & Skills of Successful Disaster Contingency Teams."
	Presented at the Spring World 2001, 12th Annual Corporate Contingency Planning
	Seminar and Exhibition, San Diego, CA (2001). (With R. C. Chandler & S. J. Holladay).

 "Developing the Stakeholder Communication Network." Presented at the Contingency Planning
	& Management Conference & Exhibition, Baltimore, Maryland (2000).

"Internet and Public Relations." Public presentation delivered to the O'Hare Chapter of PRSA
	(1997).

"Developing Crisis Management Teams." FAA (1996).

"Being a Good Neighbor: Value and Practice of Community." Public presentation for the

Illinois Aggregate Industry Association (1995).

"'Did it work?': Evaluating your efforts." Public presentation delivered to the Central Illinois
　　　　Chapter of the Public Relations Society of America (1993).

"Conflict and the cosmopolite: The customer may not always be right but you have to treat them
　　　　right." Workshop delivered to the Illinois Protective Officials Conference (1993).

"Motivational techniques for improved performance." Workshop delivered for health care
　　　　professional (1990).

"Tracking and evaluating issues in the media." Professional development seminar for the
　　　　Central Illinois Chapter of the Public Relations Society of America (1988).

MEDIA INTERVIEWS

NBC's "Today's Show"
NPR
Times of London
Time Magazine
Business Orlando Magazine
Fox News (national, background source for a variety of business stories)
Variety of local television news shows in Champaign, IL , Dallas, TX, Houston, TX, and
Orlando, FL
Newspapers in Denmark, Finland, Spain, Germany, Japan, and Indonesia

CONSULTING

2000-2010 Consultant for Communication Resources Northwest, Inc.
　　　　Providing services in public relations and training.
2004-2005 Special Consultant to Sarah Lincoln Bush Health Services.
2004 Crisis Media Training for Marathon Ashland Petroleum.

COURSE DEVELOPMENT

PR and Society, UCF
Crisis Communication, UCF
Public Relations Theory, UCF (MA)
Crisis Management/Communication course, ISU.
Introduction to Public Relations, Clemson.

Advanced Public Relations, Clemson.
Crisis Management/Communication, Clemson

RESEARCH IMPACT

Top Ten Publication Citations (from Google Scholar)	
Publication	Citations (Nov. 2016)
Ongoing Crisis Communication	1883
Choosing the Right Words The Development of Guidelines for the Selection of the "Appropriate" Crisis-Response Strategies *Management Communication Quarterly, 8* (4), 447-476	744
Protecting organization reputations during a crisis: The development and application of situational crisis communication theory *Corporate Reputation Review, 10* (3), 163-176	807
An analytic framework for crisis situations: Better responses from a better understanding of the situation *Journal of Public Relations Research, 10* (3), 177-191	541
Helping crisis managers protect reputational assets initial tests of the situational crisis communication theory *Management Communication Quarterly, 16* (2), 165-186	635
Communication and attributions in a crisis: An experimental study in crisis communication *Journal of Public Relations research, 8* (4), 279-295	525
Impact of past crises on current crisis communication insights from Situational Crisis Communication Theory *Journal of Business Communication, 41* (3), 265-289	390
An extended examination of the crisis situations: A fusion of the relational management and symbolic approaches *Journal of Public Relations Research, 13* (4), 321-340	321
Information and compassion in crisis responses: A test of their effects *Journal of Public Relations Research, 11* (2), 125-142	248
The Internet as potential equalizer: New leverage for confronting social irresponsibility *Public Relations Review, 24* (3), 289-303	246

Summary Statistics (from Google Scholar)

h-index	43
i10-index	68
Total Citations	11,358

ADDITIONAL SERVICE

Director of Research for the Nicholson School of Communication, 2014
Chair Post Tenure Review Committee, 2012 to 2015
College Mentorship Program 2012-2013
College Tenure and Promotion Committee at University of Central Florida, 2012 to 2015
Institutional Review Board at Eastern Illinois University, 2004 to 2010.
      Assistant Director 2009-2010
College Curriculum Committee, 2007 to 2010 (chair 2009-2010).

Departmental Assessment Committee Eastern Illinois University 2004 to 2010 (chair 2009-2010).
Departmental Personnel Committee Eastern Illinois University 2005 to 2008 (chair 2007-2008).
Outside reviewer for ten tenure and promotion to associate professor cases and five promotion to full professor case.
Served on 11 search committees, 3 as chair.
Served 2 years on Dean's Advisory Council (ISU).
Review board for Sage Series in Public Relations.
Paper reader for ICA: 1991, 1993, 1994, 1995 & 1996.
Paper reader for NCA: 2000 & 2004.
Paper reader for AEJMC: 2008.
Paper reader for EUPRERA 2011-2017