

## CURRICULUM VITAE

### **Michael J. Palenchar, Ph.D.**

Associate Professor  
School of Advertising and Public Relations  
College of Communication and Information  
University of Tennessee  
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Knoxville, TN 37996-0343  
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## EDUCATION

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### **Doctor of Philosophy, Mass Communication**

*University of Florida, Gainesville, FL, December 2005*  
Alumni Doctoral Fellowship, Office of the President  
Concentration: Public Relations  
Interdisciplinary Concentration: Health Communication

Certificate of Graduate Studies in Health Communication  
Department of Health Science Education, College of Health and Human Performance,  
University of Florida, May 2002

Dissertation: *Social construction of risk roles, risk perceptions and emergency response procedures: An ethnographic case study of two near neighbor chemical manufacturing communities.* Chair: Linda Childers Hon, Ph.D.

### **Masters of Arts, Communication**

*University of Houston, Houston, TX, December 1997*  
Ralph Frede Graduate School Scholarship, Houston chapter of the Public Relations  
Society of America & D.W. Mitchell Academic Scholarship  
Concentration: Public Relations

Thesis: *Modeling risk communication: An analysis of uncertainty, control, company support, fantasy chaining, rhetorical visions and SCT master analogues in two Houston ship-channel communities.* Chair: Robert L. Heath, Ph.D.

### **Bachelor of Arts, Journalism**

*University of Texas, Austin, TX, December 1988*  
Concentration: Public Relations

## ACADEMIC APPOINTMENTS

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**Associate Professor (tenured)**, *University of Tennessee, Knoxville, TN*  
College of Communication and Information, School of Advertising and Public Relations  
June 2010 – Present

*Founding Managing-Director (2010-2011, 2012-2013; Co-Director, 2009-2010)*  
*of the Risk, Health & Crisis Communication Research Unit*

**Assistant Professor**, *University of Tennessee, Knoxville, TN*  
Fall 2005 – Spring 2010

**Instructor (ABD)**, *University of Tennessee, Knoxville, TN*  
Fall 2004 – Spring 2005

**Instructor**, *University of Florida, Gainesville, FL*  
College of Journalism and Communications  
Spring 2001, Summer 2001, Fall 2001, Summer 2004

**Teaching Assistant**, *University of Florida, Gainesville, FL*  
College of Journalism and Communications  
Fall 2000

**Adjunct, Graduate Teaching Assistant**, *University of Houston, Tomball College, Houston Community College, Houston, TX*  
Spring 1995 – Summer 2000, Summer 2003, Fall 2003

## UNIVERSITY TEACHING EXPERIENCE

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### **Graduate Courses**

Communication and Information Ph.D. Professional Development Seminar  
Perspectives on Communication and Information Knowledge and Research  
(doctoral seminar)  
Public Relations Capstone – Masters Professional Projects  
Public Relations Management  
Public Relations Theory  
Crisis Communication  
Issues Management  
Qualitative Research Methods (doctoral seminar)  
Risk Communication

### **Undergraduate Courses**

Principles of Public Relations (up to 300+ students)  
Public Relations and Rhetoric  
Public Relations Campaigns  
Public Relations Cases  
Public Relations Issues and Ethics  
Public Relations Management  
Public Relations Professional Development  
Public Relations Research  
Issues Management  
Crisis Communication  
Advertising and Public Relations Research  
Advertising Campaigns  
Business and Professional Communication  
Fundamentals of Public Speaking  
Interpersonal Communication

## RELATED PROFESSIONAL EXPERIENCE

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### **Risk Communication and Issues Management Research Consultant**

*Houston, Texas, & Knoxville, TN, 1996 – present*

- Provide public relations research and consulting services to private industry, regional and national association, and local and federal government in the areas of risk communication, issues management, crisis communication and community relations.
- Provide technical consulting services in the areas of interview and focus group research, survey development and implementation, database development and management, statistical analysis, labor relations, speech writing and public speaking training.
- Provide stakeholder relations consulting regarding issues, risk and crisis events.
- Sample of clients: East Harris County Manufacturers Association; Local Emergency Planning Committees of the cities of Deer Park, Pasadena and La Porte, Texas; U. S. Department of Homeland Security; Institute for the Study of Issues Management; Benchmark Communications; Paper Industry Management Association; Shell Deer Park; ExxonMobil; The National Association of Convenience Stores; S4 Inc., Sterling Chemical Company, Turkish Food Association, TFC Risk Management Group.

### **Assistant Account Executive**

*Whitlock & Moore, New Orleans, LA, 1994 – 1995*

- Assisted public relations account executives with research, statistical analysis, and database development and management.

### **Coordinator of Public Relations and Volunteer Services**

*The Arc of Austin, Austin, TX, 1991 – 1993*

- Coordinated public relations functions in the areas of media relations, community education, volunteer services, special events, membership services, publications development and design, newsletter editor, and internal and external publications writer.
- Prepared and delivered testimony and speeches, assisted director of development with fundraising, and supervised staff, interns and volunteers.

### **State Public Relations Coordinator**

*Texas State Mothers Against Drunk Driving, Austin, TX, 1989 – 1991*

- Coordinated public relations functions in the areas of media relations including state spokesperson, internal and external communications including state newsletter editor, community education, volunteer recruitment and relations, and special events including state youth conference coordinator.
- Assisted state executive director with chapter services, member relations, fundraising, public affairs, legislative activities and legislative news conferences.

## PUBLICATIONS

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### Books

Veil, S., & Palenchar, M. J. (contract signed, expected publication date: Spring 2017). *Strategic communication in a crisis-driven world*. Wiley.

Heath, R. L., & Palenchar, M. J. (2009). *Strategic issues management: Organizations and Public Policy Challenges* (2nd ed.). Thousand Oaks, CA: Sage.

### Refereed Articles Published in Scholarly Journals

Hocke, T. M., & Palenchar, M. J. (in press). Risk bearers' narratives following a crisis: The complexities of community identity. *Public Relations Journal*.

Park, S., Bier, L., & Palenchar, M. J. (in press). Framing a mystery: Information subsidies and media coverage of Malaysia Airlines flight 370. *Public Relations Review*.

Heath, R. L., Coombs, W. T., Edwards, L., Palenchar, M. J., & McKie, D. (2015). Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations. *Public Relations Review*, 41(5), 703-713.

Heath, R. L., Waymer, D., & Palenchar, M. J. (2013). Is the universe of democracy, rhetoric, and public relations whole cloth or three separate galaxies? *Public Relations Review*, 39, 271-279.

Freberg, K., Palenchar, M. J., & Veil, S. (2013). Managing and sharing H1N1 crisis information using social media bookmarking services. *Public Relations Review*, 39, 178-184.

Palenchar, M. J. (2011). Concluding thoughts and challenges. *Management Communication Quarterly*, 25(3), 569-575.

Veil, S., Buehner, T., & Palenchar, M. J. (2011). A work-in-process literature review: Incorporating social media in risk and crisis communication. *Journal of Contingencies and Crisis Management*, 19(2), 110-122.

Palenchar, M. J. (2008). Risk communication and community right to know: A public relations obligation to inform. *Public Relations Journal*, 2, Article 0001a.

Heath, R. L., Palenchar, M. J., Proutreau, S., & Hocke, T. (2007). Nature, crisis, risk, science, and society: What is our ethical responsibility? *Environmental Communication: A Journal of Nature and Culture*, 1(1), 34-48.

Palenchar, M. J., & Heath, R. L. (2007). Strategic risk communication: Adding value to society. *Public Relations Review*, 33(2), 120-129.

Fitzpatrick, K., & Palenchar, M. J. (2006). Disclosing special interests: Constitutional restrictions on front groups. *Journal of Public Relations Research*, 18(3), 203-224.

- **Recipient of the National Communication Association, Public Relations Division's Pride Award for best-published article in 2006 – 2007.**

Palenchar, M. J., Heath, R. L., & Oberton, E. M. (2005). Terrorism and industrial chemical production: A new era of risk communication. *Communication Research Reports*, 22(1), 59-67.

Palenchar, M. J., & Heath, R. L. (2002). Another part of the risk communication model: Analysis of risk communication process and message content. *Journal of Public Relations Research*, 14(2), 127-158.

Heath, R. L., & Palenchar, M. J. (2000). Community relations and risk communications: A longitudinal study of the impact of emergency response messages. *Journal of Public Relations Research*, 12(2), 131-161.

- **Recipient of the National Communication Association, Public Relations Division's Pride Award for best-published article in 2000 – 2001.**

### **Reprinted Journal Articles**

Heath, R. L., & Palenchar, M. J. (2014). Community relations and risk communications: A longitudinal study of the impact of emergency response messages. *Journal of Public Relations Research*, 12(2), 131-161. Part of Routledge's *Critical Concepts in Media and Cultural Studies Series*.

Fitzpatrick, K., & Palenchar, M. J. (2013). Disclosing special interests: Constitutional restrictions on front groups. *Journal of Public Relations Research*, 18(3), 203-224. Part of Routledge's *Critical Concepts in Media and Cultural Studies Series*.

Palenchar, M. J., & Heath, R. L. (2013). Strategic risk communication: Adding value to society. In R. L. Heath (Ed.), *Public relations* (Vol. 4). Part of Routledge's *Critical Concepts in Media and Cultural Studies Series*.

Palenchar, M. J., & Heath, R. L. (2013). Strategic risk communication: Adding value to society. In W. T. Coombs (Ed.), *Crisis communication* (Vol. 3). Part of SAGE's *Benchmarks in Communication Series*.

### **Special Issue Co-Editor**

Co-Editor with Robert Heath and Maureen Taylor of 2011 Special Issue on External Organizational Rhetoric, *Management Communication Quarterly*

### **Peer Reviewed Book Chapters**

Freberg, K., & Palenchar, M. J. (in press). Augmented reality, gamification practices and wearable technology: Mobile media and crisis communication. In L. Austin & Y. Jin (Eds.), *Social media crisis communication*. New York, NY: Routledge.

Heath, R. L., & Palenchar, M. J. (2016). Paradigms of risk and crisis communication in the 21<sup>st</sup> century. In A. Schwarz, M. Seeger, & C. Auer (Eds.), *The handbook of international crisis communication research* (pp. 437-446). Wiley-Blackwell.

Freberg, K., & Palenchar, M. J. (2013). Convergence of digital negotiation and risk challenges: Strategic implications for social media for risk and crisis communications. In H. N. Al-Deen & J. A. Hendricks (Eds.), *Social media and strategic communication* (pp. 83-100). England: Palgrave.

Palenchar, M. J., & Freberg, K. (2013). Conceptualizing social media and mobile technologies in risk and crisis communication practices. In K. Cumiskey & L. Hjorth (Eds.), *Mobile media practices, presence and politics: The challenges of being seamlessly mobile* (pp. 15-29). New York, NY: Routledge.

Palenchar, M. J. (2012). Right to know and risk communication: Implications of risk equity. In D. Waymer (Ed.), *Culture, social class and race in public relations* (pp. 189-204). Lexington Books.

Palenchar, M. J., & Motta, B. H. (2012). Environmental risk communication: Right to know as a core value for behavioral change. In L. Ahern & D. S. Bortree (Eds.), *Exploring contemporary issues in environmental communications*. New York, NY: Peter Lang.

Heath, R. L., Palenchar, M. J., McComas, K. A., & Proutreau, S. (2012). Risk management and communication: Pressures and conflicts of a stakeholder approach to corporate social responsibility. In A. Lindgreen, P. Kotler, J. Vanhamme, & F. Maon (Eds.), *A stakeholder approach to corporate social responsibility: Pressures, conflicts, and reconciliation* (pp. 117-137). Surrey, England: Gower.

Palenchar, M. J., Freberg, K. (2012). Emergency management planning: Risk, crisis, issues and social media. In B. A. Olaniran, D. E. Williams, & W. T. Coombs (Eds.), *Pre-crisis planning, communication, and management: Preparing for the inevitable* (pp. 147-170). New York, NY: Peter Lang.

Palenchar, M. J., Hocke, T., & Heath, R. L. (2011). Risk communication and corporate social responsibility: The essence of sound management for risk bearers, generators and arbiters. In O. Ihlen, J. Bartlett, & S. May (Eds.), *Handbook of communication and corporate social responsibility* (pp. 188-207). Malaysia: Wiley-Blackwell.

Heath, R. L., & Palenchar, M. J. (2011). Corporate (social) responsibility and issues management: Motive and rationale for issue disclosure and organizational change. In O. Ihlen, J. Bartlett, & S. May (Eds.), *Handbook of communication and corporate social responsibility* (pp. 316-337). Malaysia: Wiley-Blackwell.

Palenchar, M. J. (2010). Risk communication. In R. L. Heath (Ed.), *SAGE handbook of public relations* (2nd ed., pp. 447-460). Sage.

Palenchar, M. J., & Fitzpatrick, K. (2009). Secret persuaders: Ethical and rhetorical perspectives on the use of public relations front groups. In R. L. Heath, E. L. Toth & D. Waymer (Eds.), *Rhetorical and critical approaches to public relations* (2nd ed., pp. 272-289). Routledge.

Palenchar, M. J. (2009). Historical trends of risk and crisis communication. In R. L. Heath & H. D. H. O'Hair (Eds.), *Handbook of risk and crisis communication* (pp. 31-53). New York: Routledge.

Heath, R. L., Palenchar, M. J., & O'Hair, H. D. (2009). Community building through communication infrastructures. In R. L. Heath & D. H. O'Hair (Eds.), *Handbook of risk and crisis communication* (pp. 474-490). New York: Routledge.

Palenchar, M. J., & Heath, R. L. (2006). Responsible advocacy through strategic risk communication. In K. Fitzpatrick and C. Bronstein (Eds.), *Ethics in public relations: What is responsible advocacy?* (pp. 131-153). Thousand Oaks, CA: Sage.

Heath, R. L., McKinney, D., & Palenchar, M. J. (2005). Community right-to-know vs. terrorists' exploitation of public information. In H. D. O'Hair, R. L. Heath & G. R. Ledlow (Eds.), *Community preparedness and response to terrorism [Volume III]: Communication and the media*. (Vol. 3, pp. 125-166). Westport, CT: Praeger.

### **Published Conference Proceedings**

Heath, R. L., Palenchar, M. J., Lee, J., & Lemon, L. (2015). *Sustained risk communication and the Wally campaign: Risk infrastructure and fully functioning society*. International Public Relations Research Conference.

Heath, R. L., Lee, J., & Palenchar, M. J. (2014). *Risk communication and local emergency planning committees (LEPCs): Longitudinal analysis of emergency response awareness and practices*. International Public Relations Research Conference.

Palenchar, M. J., & Freberg, K. (2011). *Social media and mobile technologies implemented in risk and crisis communication practices*. International Public Relations Research Conference.

Palenchar, M. J., & Wright, E. (2007). *Crisis and risk communication: A meta-analysis of symbiotic research streams*. International Public Relations Research Conference.

Palenchar, M. J., Wright, E., & Lipscomb, S. (2006). *Media coverage of chemical manufacturing accidents: Legal and medical representatives filling the crisis information void*. International Public Relations Research Conference.

Palenchar, M. J., Heath, R. L., & Dunn, E. (2005). *Risk communication and chemical manufacturing facilities: A community's perception of terrorism security efforts*. International, Interdisciplinary Public Relations Research Conference.

Heath, R. L., & Palenchar, M. J. (2001). *Risk communication and multicultural publics: Competing, compatible or conflicting cultural narratives*. Intercultural Communication Conference.

### **Encyclopedia Entries**

Palenchar, M. J. (2013). Citizens advisory committee/panels. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 1, pp. 117-118). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Front groups. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 1, pp. 367-368). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Infrastructural risk communication. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 1, pp. 453-455). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Right to know. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 2, p. 804). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Risk communication. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 2, pp. 804-806). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Social construction of reality theory. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd Ed., Vol. 2, pp. 839-841). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Public relations. In K. B. Penuel, M. Statler, & R. Hagen (Eds.), *Encyclopedia of crisis management*. Thousand Oaks, CA: Sage.

Palenchar, M. J. (2013). Shelter-in-place. In Penuel, M. Statler, & R. Hagen (Eds.), *Encyclopedia of crisis management*. Thousand Oaks, CA: Sage.

Palenchar, M. J. (2004). Citizens advisory committees/panels. In R. L. Heath (Ed.), *Encyclopedia of public relations* (Vol. 1, pp. 127-129). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2004). Risk communication. In R. L. Heath (Ed.), *Encyclopedia of public relations* (Vol. 2, pp. 752-755). Thousand Oaks, CA: Sage.

Palenchar, M. J. (2004). Social construction of reality theory. In R. L. Heath (Ed.), *Encyclopedia of public relations* (Vol. 2, pp. 780-783). Thousand Oaks, CA: Sage.

## PEER-REVIEWED PRESENTATIONS

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### Conferences

Heath, R. L., Lee, J., Palenchar, M. J., & Lemon, L. (2016). *Risk communication and emergency response preparedness: Contextual assessment of the protective action decision model*. Paper to be presented at the annual meeting of the National Communication Association, Philadelphia, PA.

- ***Top Public, Relations Division Paper.***

Veil, S., & Palenchar, M. J. (2015, July). *Strategic communication for a crisis-driven world*. Paper presented at the annual meeting of the International PR Conference, Barcelona Spain.

Palenchar, M. J., Heath, R. L., Levenshus, A. B., & Lemon, L. (2015, May). *Marketplace commodification of risk communication: Consequences for risk bearers and implications for public relations*. Paper presented at the annual meeting of the International Communication Association, Puerto Rico.



Heins, W., & Palenchar, M. J. (2014, May). *Communicating risk: Student awareness of and response to Clery Act communications*. Paper presented at the annual meeting of the International PR Conference, Barcelona Spain.

Ickowitz, T., & Palenchar, M. J. (2013, July). *Crisis communication representations of public relations: Universities' crises and chaos theory*. Paper presented at the annual meeting of the International PR Conference, Barcelona Spain.

Novak, N., & Palenchar, M. J. (2012, August). *Uncertainty reduction strategies via Twitter: The 2011 wildfire threat to Los Alamos National Laboratory*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Freberg, K., & Palenchar, M. J. (2012, June). *Social media and food safety crises: The potential risks of unconfirmed messages*. Paper presented at the annual meeting of the International Communication Conference, Phoenix, AZ.

Palenchar, M. J. (2011, June). *Public relations and social media: Decentralizing control and power in risk and crisis communication*. Paper presented at the annual meeting of the International PR Conference, Barcelona Spain.

Palenchar, M. J., & Freberg, K. (2011, May). *Opportunities and barriers implementing mobile technologies and social media in reputation management and crisis communication practices*. Paper presented at the annual meeting of the International Conference on Corporate Reputation, Brand Identity and Competitiveness, New Orleans, LA.

Hocke, T. M., & Palenchar, M. J. (2010, November). *Community narratives during a crisis: The Tennessee Valley Authority ash spill*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Freberg, K., Palenchar, M. J., & Veil, S. R. (2010, November). *Social media bookmarking services: Managing and sharing information from a centralized source*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

- **Top Four Paper, Applied Communications Division.**

Veil, S. R., Buehner, T., & Palenchar, M. J. (2010, November). *Increasing dialogue in disasters: Incorporating social media in risk and crisis communication*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Hocke, T. M., Colon-Aguirre, M., Freberg, K., & Palenchar, M. J. (2010, July). *Community response to the Tennessee Valley Authority (TVA) ash spill: Information seeking and rebuilding reputation*. Paper presented at the annual meeting of the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil.

Motta, B., & Palenchar, M. J. (2010, June). *Historical evolution of community right to know: Implications on the development and practice of public relations*. Paper presented at the first meeting of the International History of Public Relations Research Conference, Poole, England.

Pratt, A., & Palenchar, M. J. (2010, April). *Crisis in intercollegiate athletics: Shared meanings among senior woman administrators*. Paper presented at the annual meeting of the Summit on Communication and Sport, Cleveland, OH.

Ickowitz, T., Primm, C. F., Elliott, S., Hocke, T., & Palenchar, M. J. (2010, April). *Managing narrative in the media: TVA ash spill crisis*. Paper presented at the annual meeting of the Southern States Communication Association, Memphis, TN.

- **Top Paper, Public Relations Division.**

Freberg, K., & Palenchar, M. J. (2009, August). *Current direction of U.S. undergraduate public relations programs: A pedagogical struggle*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.

- **Second Place, Top Teaching Papers, Public Relations Division.**

Palenchar, M. J., & Motta, B. H. (2008, November). *Community right to know and environmental justice: Public relations practitioners are neither getting nor using the message*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.

Palenchar, M. J., & Motta, B. H. (2008, June). *Community right to know in China and the United States: Global implications for brand and reputation management*. Paper presented at the annual meeting of the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Beijing, China.

Palenchar, M. J., & Freberg, K. (2008, June). *Yahoo! Inc.'s reputation management in China: A case study of corporate personality and media challenges*. Paper presented at the annual meeting of the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Beijing, China.

D. Wells, S., & Palenchar, M. J. (2008, April). *Issue, risk or crisis: Media frames of stakeholders' perceptions of naval sonar use and cetacean stranding events*. Paper presented at the annual meeting of the Southern States Communication Association, Savannah, Georgia.

- **Top Public, Relations Division Paper.**

Palenchar, M. J. (2007, November). *Risk communication and community right to know*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

- **Top Three Paper, Public Relations Division.**

Brummette, J., & Palenchar, M. J. (2007, August). *University reputations and campus health education campaigns: Managing strategic stakeholder relationships*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

- **First Place High-Density Research Presentation, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2007, June). *Innovative risk communication strategies: Building resilient relationships and reputations with community stakeholders*. Paper presented at the annual meeting of the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Oslo, Norway.

Palenchar, M. J., & Wright, E. (2007, May). *Media narrative frames of industrial chemical accidents: News sources, risk characters and advocated plots*. Paper presented at the annual meeting of the International Communication Association Conference, San Francisco, CA.

Palenchar, M. J. (2006, November). *A social, narrative approach to risk communication. Extending Palmlund's typology of risk roles*. Paper presented at the annual meeting of the National Communication Association, San Antonio, TX.

Palenchar, M. J., & Crisp, E. A. (2006, August). *A new typology of risk communication process variables*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Palenchar, M. J., & Heath, R. L. (2006, June). *Strategic risk communication campaigns: Some insights from the culmination of a decade of research*. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.

- **Top Three Paper, Public Relations Division.**

Palenchar, M. J., Heath, R. L., & Dunn, E. (2005, November). *Risk perceptions, terrorism security efforts and industry support: Implications for communities*. Paper presented at the annual meeting of the National Communication Association, Boston, MA.

- **Top Three Paper, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2004, November). *Risk narratives: Multicultural publics, roles and communication process perceptions*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

- **Top Three Paper, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2003, November). *Strategic risk communication: A longitudinal analysis of a community's emergency response awareness and practices*. Paper presented at the annual meeting of the National Communication Association, Miami, FL.

- **Top Four Paper, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2003, August). *Sustained strategic risk communication: A longitudinal analysis of community's zones of meaning*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

- **Top Faculty/Student Paper, Public Relations Division.**

Palenchar, M. J. (2003, March). *Strategic risk communication and community relations: An analysis of sustained emergency response campaigns*. Paper presented at the annual meeting of the International, Interdisciplinary Public Relations Research Conference, Miami, FL.

Fitzpatrick, K., & Palenchar, M. J. (2002, November). *Practical application of the most current research in public relations – front groups and “Astroturf” lobbying: Legal ramifications for public relations*. Paper presented at the Public Relations Society of America International Conference, San Francisco, CA.

Fitzpatrick, K., & Palenchar, M. J. (2002, March). *Front groups and “Astroturf” lobbying: Legal ramifications for public relations*. Paper presented at the annual meeting of the Public Relations Society of America’s Communications Sciences Division for The International, Interdisciplinary Public Relations Research Conference, Miami, FL.

- **Top Three Paper, Public Relations Division.**

Palenchar, M. J. (2001, August). *Media coverage of risk events: A framing comparison of two fatal manufacturing accidents*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

- **Top Four Student Paper, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2000, November). *Another piece in the risk communication model: An analysis of risk communication process and communication content*. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.

- **Top Four Paper, Public Relations Division.**

Palenchar, M. J., & Heath, R. L. (2000, June). *Examining the dynamics of symmetry: Roles of uncertainty and control in predicting support of companies that create risks*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.

Heath, R. L., & Palenchar, M. J. (1999, November). *Community relations and risk communication: A longitudinal study of the impact of emergency response messages*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

- **Top Three Paper, Public Relations Division.**

### **Invited Plenary Keynote Speaker**

Palenchar, M. J. (2015, June). *A psycho-rhetorical analysis of the works of Robert Heath: Becoming more fully functional or moving into the fog*. Invited plenary speaker at the annual meeting of the International PR Conference, Barcelona Spain.

Palenchar, M. J. (2014, June). *Legitimizing intelligence: Design, public engagement, and the right to operate and reward*. Invited plenary speaker at the annual meeting of the International PR Conference, Barcelona Spain.

Palenchar, M. J. (2013, June). *Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations*. Invited plenary speaker at the annual meeting of the International PR Conference, Barcelona Spain.

Palenchar, M. J. (2011, June). *Public relations of nations*. Invited plenary speaker at the annual meeting of the International PR Conference, Barcelona Spain.

## Invited Conference Speaker

Heath, R. L., & Palenchar, M. J. (2013, October). *Paradigms of international risk and crisis communication in the 21<sup>st</sup> century*. Invited speaker at the bi-annual meeting of the International Conference on Crisis Communication (Crisis3). Erfurt, Germany. Part of travel expenses paid for by the German Research Foundation.

Palenchar, M. J. (2011, May). *Crisis communication and unique stakeholders: Leveraging user-generated content and other best practices*. International Crisis & Risk Communication Conference: New Trends and Technology Impacts in Crisis Communication in the 21<sup>st</sup> Century. University of Central Florida, Orlando, FL.

Palenchar, M. J., & Sellnow, T. (2010, July). *Convincing customers when your product is safe*. Speaker at the pre-annual meeting short course entitled *Managing Risks Associated with Food Ingredient Safety*, annual conference of the Institute for Food Technologists, Chicago, IL.

Palenchar, M. J., & Veil, S. (2009, November). *How to overcome the constraints and take advantage of the opportunities of the power of social media in risk and crisis communication*. Conference speaker at the Social Media for Crisis Communications in Government: Using Web 2.0 Technologies to Prepare Your Employees and Citizens When Disaster Strikes, Advanced Learning Institute, Washington, D. C.

## Peer Reviewed Panel Presentations

Palenchar, M. J. (2012). *2012 Commission on Public Relations Education report: Standards for public relations education for the professional master's programs in the United States*. Accepted program panel for the National Communication Association, Orlando, FL.

Palenchar, M. J. (2012). *Where the rubber meets the road: Teaching industry specific communication content*. Accepted program panel for the Association for Education in Journalism and Mass Communication Association, Chicago, IL.

Palenchar, M. J., Meissenbach, R., & Feldner, S. B. (2012, May). *Considering the role of organizations as collective external rhetors*. Accepted program panel for the International Communication Association. Phoenix, AZ.

Palenchar, M. J. (2011, November). Risk equity: Why race and class are life and death matters in risk communication. Paper presented in a program panel, *Opening minds, expanding possibilities: Exploring the role of cultural standpoints in PR*, at the annual meeting of the National Communication Association, Boston, MA.

Palenchar, M. J. (2010, August). Environmental racism and community right to know. Panel member in *Environmental racism: Lost in the green storm of media coverage and journalism education*, at the annual meeting of the Association for Education in Journalism and Mass Communications, Denver, CO.

Palenchar, M. J., DeMange, S., Fox, C., & Gossett, R. (2008, April). From farm to fork U. S. spinach crisis: Issues management and crisis communication strategy. Paper presented in a program panel, *Crisis communication in the food industry*, at the annual meeting of the Southern States Communication Association, Savannah, GA.

Palenchar, M. J. (2005, November). Rhetorical perspectives toward issues management and risk communication. Paper presented in a program panel, *Rhetorical public relations*, at the annual meeting of the National Communication Association, Boston, MA.

Palenchar, M. J. (2005, August). Being good neighbors. Paper presented in a program panel, *Responsible advocacy in public relations*, at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

Palenchar, M. J. (2003, November). Incorporating rhetoric into introductory undergraduate public relations courses. Paper presented in a program panel, *Diversifying the curricula by teaching across the disciplines*, at the annual meeting of the National Communication Association, Miami, FL.

### **Pre-Conference Workshops**

Palenchar, M. J. (2012, November). Risk communication campaigns related to energy production and food safety: The value of right to know policies for addressing behavioral change. Paper presented at the annual meeting of the National Communication Association, preconference workshop entitled *Communicating campaigns: Bridging theory and practice*. Orlando, FL.

Palenchar, M. J., & Freberg, K. (2012, May). Augmented reality, crisis informatics, and gamification practices: Emergence of mobile communication specializations within crisis and risk communication practices. Paper presented at the annual meeting of the International Communication Association, preconference workshop entitled *Mobile communication, community and locative media practices: From the everyday to the Revolutionary*. Phoenix, AZ.

Palenchar, M. J. (2011, November). Leveraging risk bearers during disasters. Paper presented at the annual meeting of the National Communication Association, preconference workshop entitled *Communicating coastal risks and crises: Creating partnerships and giving voice to stakeholders, scholars, and scientists*. New Orleans, LA.

Palenchar, M. J. (2011, November). Risk and urban communication. Paper presented at the annual meeting of the National Communication Association, preconference workshop entitled *Voices in the street: Voices across the discipline address urban communication*. Urban Communication Foundation: New Orleans, LA.

Palenchar, M. J., & Freberg, K. (2011, May). *Conceptualizing social media and mobile technologies in risk and crisis communication practices*. Paper presented at the annual meeting of the International Communication Association, preconference workshop entitled *Seamlessly mobile?: Mobile communications @ a crossroads*, Boston, MA.

Palenchar, M. J. (2010, August). *Environmental risk communication: Best practices and lessons learned from practice and the academy*. Panel member in workshop *Environmental Communication*, co-sponsored by the Public Relations Division and COMSHER, at the annual meeting of the Association for Education in Journalism and Mass Communications, Denver, CO.

O'Hair, D., Rowan, K., Palenchar, M. J., & Coombs, T. (2009, November). Articulating the convergence of risk and crisis communication. Keynote panel member in workshop *Theory building in risk and crisis communication*, sponsored by the Public Relations Division, at the annual meeting of the National Communication Association, Boston, MA.

Veil, S., Palenchar, M. J., Avery, E. & Hilyard, K. (2009, November). Media response/Public relations in risk/Crisis communication. Discussion group leader in workshop *Theory building in risk and crisis communication*, sponsored by the Public Relations Division, at the annual meeting of the National Communication Association, Boston, MA.

Palenchar, M. J., & Avery, E. J. (2007, November). Using real-time case studies. Paper presented in workshop, *Learning to thrive when you teach public relations courses: Public relations boot camp*, sponsored by the Public Relations Division, at the annual meeting of the National Communication Association, Chicago, IL.

Palenchar, M. J. (2007, May). Global issues start at community levels: Using ethnography as a means for observing and understanding socially constructed risk roles and risk perceptions. Paper presented in workshop, *Methodologies of comparative media research in a global sphere: Paradigms – critique – methods*, co-sponsored by Public Relations, Philosophy of Communication and Intercultural Communication Divisions, at the annual meeting of the International Communication Association, San Francisco, CA.

### **University Research Symposiums (peer-reviewed)**

Ickowitz, T., & Palenchar, M. J. (2013, February). Emergency text messaging systems and higher education campuses: Expanding crisis communication and chaos theory. Paper to be presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

Ickowitz, T., Primm, C., Elliott, S., Hocke, T. M., & Palenchar, M. J. (2010, February). *Narrative in the media: TVA ash spill crisis*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

Freberg, K., & Palenchar, M. J. (2009, February). *Practitioner or academic approach: The current direction of U. S. undergraduate public relations programs*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

- **Top student-faculty paper.**

Motta, B. H., & Palenchar, M. J. (2008, February). *Awareness, attitudes and utilization of community right to know: Public relations practitioners and environmental risk communication*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

- ***Top student-faculty paper.***

Palenchar, M. J., & Wright, E. (2007, February). *Meaning contained in risk discourse: Deconstructing media narratives*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

Palenchar, M.J., Lipscomb, S., & Wright, E. (2006, February). *Media coverage of chemical manufacturing accidents: Legal representatives filling the crisis information void*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

Palenchar, M. J. (2005, February). *Manufacturing safety and community security: Ten years of a community's risk communication efforts*. Paper presented at the annual meeting of the University of Tennessee's College of Communication and Information Research Symposium, Knoxville, TN.

Palenchar, M. J. (2003, April). *Risk communication campaigns: An analysis of the impact of emergency response preparations*. Paper presented at the annual meeting of the University of Florida's Graduate Student Forum, Gainesville, FL.

Palenchar, M. J. (2002, February). *Another piece in the risk communication model: An analysis of risk communication process and communication content*. Paper presented at the Graduate Student Research Symposium, Graduate Studies and Research Division, College of Journalism and Communications, University of Florida.

Palenchar, M. J. (2001, April). *Rhetorical visions and risk process variables: Analysis of risk discourse*. Paper presented at the annual meeting of the University of Florida's Graduate Student Forum, Gainesville, FL.

## **Other Participation in Conferences**

Session Respondent/Discussant:

- Association for Education in Journalism and Mass Communication, Public Relations Division – 2007, 2009, 2012
- International Communication Association – 2015
- International Conference on Corporate Reputation, Brand, Identity and Competitiveness - 2008
- National Communication Association, Applied Communication Division – 2011
- National Communication Association, Public Relations Division – 2007 (2), 2009, 2010, 2011 (2), 2012, 2013 (2), 2014, 2015, 2016

Session Chair:

- International Barcelona PR Conference – 2014
- Association for Education in Journalism and Mass Communication, Public Relations Division – 2010



- International Barcelona Conference on Public Relations and Communication – 2013, 2014
- International Communication Association, Public Relations Division – 2013
- International Conference on Corporate Reputation, Brand, Identity and Competitiveness - 2008
- National Communication Association, Public Relations Division – 2011 (2), 2013

Poster Judge/Walking Poster Scholar

- Association for Education in Journalism and Mass Communication – 2007
- National Communication Association, Public Relations Division - 2008

## RESEARCH GRANTS

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\$1.8 million (10 million Kroner) grant proposal, Trust, Dialogue and Frames on Climate Risk and Decarbonisation (TaD), submitted to The Research Council of Norway. *Co-primary investigator, along with primary investigator and project manager Oyvind Ihlen, University of Oslo, Norway; and Co-PIs Andreas Schwartz, Ilmenau University of Technology, Germany; Anabella Carvalho, University of Minho, Portugal; Erlend A. T. Hermansen, CICERO Center for International Climate and Environmental Research-Oslo. Proposal submitted.*

\$1.8 million (10 million Kroner) grant proposal, Trust and Dialogue on Climate Risk in a Hybrid Media System (TaD), submitted to The Research Council of Norway. *Co-primary investigator, along with primary investigator and project manager Oyvind Ihlen, University of Oslo, Norway; and Co-PIs Andreas Schwartz, Ilmenau University of Technology, Germany; Britt-Marie L. Drottz Sjoberg, Norwegian University of Science and Technology, Norway; Abbey Levenshus, University of Tennessee; and Anabella Carvalho, University of Minho, Portugal. Proposal was not accepted.*

\$1.8 million (10 million Kroner) grant proposal, Trust to the Test: Risk Situations and Response, submitted to The Research Council of Norway, Societal Security (SAMRISK) Program 2015-2017. *Co-primary investigator, along with primary investigator and project manager Oyvind Ihlen, University of Oslo, Norway; and Co-PIs Abbey Levenshus, University of Tennessee; Andreas Schwartz, Ilmenau University of Technology, Germany; Augustine Pang, Nanyang Technical University, Singapore; and Britt-Marie L. Drottz Sjoberg, Norwegian University of Science and Technology, Norway. Proposal was not accepted.*

\$16,000 from The Research Council of Norway, Societal Security (SAMRISK) program, pre-grant selection for full-grant development, Fall 2013 – Spring 2014. *Co-primary investigator with primary investigator Oyvind Ihlen, University of Oslo, Norway; and Co-PIs Abbey Levenshus, University of Tennessee; Andreas Schwartz, Ilmenau University of Technology, Germany; and Augustine Pang, Nanyang Technical University, Singapore.*

\$21,000 from the University of Tennessee, Office of Research, for continuing support of the Risk, Health & Crisis Communication Research Unit, Fall 2012-Spring 2013. *Co-primary investigator with Elizabeth Avery.*

\$5,000 research project for National Center for Food Protection and Defense: A Homeland Security Center of Excellence, Robust Case Study Project, 2012-2013.

\$10,000 assistance in developing CERC Handbook, Centers for Disease Control and Prevention, Fall 2012.

\$48,000 from the University of Tennessee, Office of Research, for continuing support of the Risk, Health & Crisis Communication Research Unit, Fall 2011-Spring 2012. *Co-primary investigator with Elizabeth Avery.*

\$1,000 from the Office of Research, University of Tennessee, foreign travel support to present at the International Conference on Crisis Communication at the Beginning of the 21<sup>st</sup> Century, fall 2011.

\$1,000 from the Office of Research, University of Tennessee, foreign travel support to present at the International PR Conference, Barcelona, Spain, summer 2011.

\$5,000 research project for National Center for Food Protection and Defense: A Homeland Security Center of Excellence, Robust Case Study Project, 2011-2012.

\$280,000 of the U.S. Department of Homeland Security (DHS), Science and Technology Directorate, Human Factors/Behavioral Sciences Division, Effective Risk Communication for the IED Threat, under contract (HSHQDC-10-C-0022), 2010. Co-principal investigator with PR Vincent Covello, and Co-PIs Steven Becerk, Ortwin Renn, and Piet Selke.

\$60,000 from the University of Tennessee, Office of Research, for continuing support of the Risk, Health & Crisis Communication Research Unit, Fall 2010-Spring 2011. *Co-primary investigator with Karen Hilyard and Elizabeth Avery.*

\$414,000 research grant submitted to the National Center for Food Protection and Defense: A Homeland Security Center of Excellence, Social Media Constraints and Opportunities Project, April 2010, Primary Investigator. Proposal was not accepted.

\$1,500 research grant from the College of Communication and Information, Dean's grant proposal and submission funding, summer 2010.

\$31,000 from the National Center for Food Protection and Defense: A Homeland Security Center of Excellence, *Risk communication and social media constraints in crisis management*, July 2009. Primary Investigator.

\$30,000 from the University of Tennessee, Office of Research, for the establishment of the Risk, Health & Crisis Communication Research Unit, Fall 2009-Spring 2010. *Co-primary investigator with Karen Hilyard and Elizabeth Avery.*

\$1,000 research grant from the College of Communication and Information, Dean's grant proposal and submission funding, summer 2009.

\$1,300 from the Office of Research, University of Tennessee, foreign travel support to present at the International Conference on Corporate Reputation, Brand, Identity and Competitiveness in Beijing, China, summer 2008.

\$5,615, research grant submission to The Arthur W. Page Center for Integrity in Public Communications, Page Legacy Scholars Grant. Proposal entitled *Front Group Name Identification and Financial Sponsorship: Ethical Implications of Transparency in Public Health Communication*, spring 2007. Co-primary investigator Dr. Elizabeth Avery. Proposal was not accepted.

\$1,500 research grant from the College of Communication and Information, Dean's summer research funding, entitled *Global Extension of Longitudinal Risk Communication Project*, summer 2007.

\$2,000 from the Lenfest Foundation to participate in *The Role of Nuclear Power* interdisciplinary summer workshop, sponsored by The Council on Foreign Relations and Washington & Lee University, Lexington, VA, summer 2007.

\$1,000 from the Office of Research, University of Tennessee, foreign travel support to present at the International Conference on Corporate Reputation, Brand, Identity and Competitiveness in Oslo, Norway, summer 2007.

\$900 from the Office of Research, University of Tennessee, foreign travel support to present at the International Communication Association conference in Dresden, Germany, summer 2006.

\$3,000 from the Office of Research, University of Tennessee, part of the Summer Graduate Research Assistantship (SARIF) program to fund a graduate research assistantship, summer 2005.

\$8,000 from Pasadena, Texas, Local Emergency Planning Committee to study community emergency response practices, risk communication efforts and risk perceptions, 2004. *Primary investigator.*

\$13,000 from La Porte, Texas, Local Emergency Planning Committee to study community emergency response practices, risk communication efforts and risk perceptions, 2003. *Co-primary investigator with Robert L. Heath.*

\$12,800 from Deer Park, Texas, Local Emergency Planning Committee to study community emergency response practices, risk communication efforts and risk perceptions, 2002. *Co-primary investigator with Robert L. Heath.*

\$1,500 from Houston Community College and Spring Branch Independent School District to study communication practices and organizational culture of the local law bar association, 2000. *Primary investigator.*

\$10,000 from East Harris County Manufacturers Association to study the financial, community outreach, diversity, health, safety, and environmental quality impact of the petrochemical industry in Houston, 1999. *Co-primary investigator with Robert L. Heath.*

\$5,000 from Pasadena, Texas, Local Emergency Planning Committee to study progress in communicating emergency response shelter in place information to local residents, 1998. *Co-primary investigator with Robert L. Heath.*

\$9,000 from Deer Park, Texas, Local Emergency Planning Committee to study progress in communicating emergency response shelter in place information to local residents, 1998. *Co-primary investigator with Robert L. Heath.*

\$24,000 from East Harris County Manufacturers Association to study the financial, community outreach, diversity, health, safety, and environmental quality impact of the petrochemical industry in Houston, 1997. *Co-primary investigator with Robert L. Heath.*

\$1,000 from the Shell Foundation to conduct focus groups regarding patterns of uncertainty, control, company support, fantasy themes, rhetorical visions, and SCT master analogues in Houston ship channel communities, 1996. *Thesis research support.*

\$3,500 from the University of Houston Coastal Center to conduct telephone interviews to study patterns of uncertainty, control and company support regarding risk-related issues, 1996. *Thesis research support.*

## **PROFESSIONAL & NON-PEER REVIEWED RESEARCH PRESENTATIONS & INDUSTRY REPORTS**

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### **Presentations**

Palenchar, M. J. (2015, July). *Up a creek without a paddle: Where you can end up without a risk communication plan.* BOHAN Advertising, Nashville, TN.

Palenchar, M. J. (2015, May). *Risk communication in a crisis-driven world.* TFC Global, Istanbul, Turkey.

Palenchar, M. J. (2015, March). *Risk communication and stakeholder relationships.* Western Carolina University.

Palenchar, M. J. (2015, March). *Risk communication research in a crisis-driven world: Example of CCI scholarship.* University of Tennessee, College of Communication, Board of Visitors, Knoxville, TN.

Palenchar, M. J. (2015, February). *Risk communication and stakeholder relationships.* East Tennessee Volunteer Chapter of the Public Relations Society of American business luncheon, Knoxville, TN.

Palenchar, M. J. (2014, September). *Risk communication, product safety and social media II: New directions and insight.* TFC Global, Istanbul, Turkey.

Palenchar, M. J. (2014, April). *Risk and crisis communication, social media and its effect on marginalized populations.* Western Carolina University.

Palenchar, M. J. (2013, November). *Risk communication and social media.* Turkish Food Congress: Federation of Food & Drink Industry Association of Turkey, Cesme, Turkey.

Nichols, M., & Palenchar, M. J. (2012, October). *Protecting the campus brand: Best practices for external communications during a crisis*. Southeastern Conference Academic Leadership Development Program, University of Tennessee, Host Institution.

Palenchar, M. J. (2012, August). *Risk communication, product safety and social media: New directions and insight*. TFC Global. Istanbul, Turkey.

Palenchar, M. J., & Veil, S. (2012, May). *Evolving uses of social media during a food crisis*. Monthly national webinar of the risk communication theme group, National Center for Food Protection and Defense, Department of Homeland Security.

Palenchar, M. J. (2011, November). *Risk communication and environmental sustainability*. Turkish Food Congress: Federation of Food & Drink Industry Association of Turkey, Cesme, Turkey.

Palenchar, M. J., & Veil, S. (2011, April). *Incorporating social media into NCFPD's long-term research and communication efforts*. Monthly national webinar of the National Center for Food Protection and Defense, Department of Homeland Security.

Palenchar, M. J., & Veil, S. (2011, February). *Social media opportunities and constraints project*. Monthly national webinar of the risk communication theme group, National Center for Food Protection and Defense, Department of Homeland Security.

Palenchar, M. J. (2010, October). Two risk and crisis communication lectures at Appalachian State University, Boone, NC.

Palenchar, M. J. (2010, September). *Risk and crisis communication: Implications of first year social media opportunities and constraints project*. Concurrent research theme meetings, national biennial meet of the National Center for Food Protection and Defense, Department of Homeland Security.

Palenchar, M. J. (2010, September). *Mobile technologies implemented in risk communication practices and disasters: Counter improvised explosive devices*. Seminar entitled "Effective risk communications for the counter improvised explosive devices threat, U. S. Department of Homeland Security, Science and Technology Directorate, Human Factors Division. Williamsburg, VA.

Freberg, K., Palenchar, M. J., & Veil, S. (2010, September). *Social bookmarking sites and crisis communication: A descriptive analysis of bookmarks on food safety shared online during 2009 H1N1*. Annual meeting of the National Center for Food Protection and Defense, Department of Homeland Security.

Palenchar, M. J. (2009, June). *Risk communication and oral history: An ethnographic interview perspective*. Workshop presenter at the Oral History Intergenerational Summer Program, Alton Park/Piney Woods Environmental Health and Justice Collaborative, University of Tennessee, Knoxville, TN.

Palenchar, M. J. (2009, April). *Social construction of a crisis*. Conference speaker at Western Carolina University's Crisis Communication Day, Cullowhee, NC.

Palenchar, M. J. (2009, March). *Salary Negotiations: Your First Job Offer*, Black Graduate & Professional Student Association (BGPSA), University of Tennessee.

Palenchar, M. J. (2008, October). *Risk communication and community outreach for public information officers*. National teleconference sponsored by the Department of Energy and the National Nuclear Security Administration, under the Emergency Management Issues Special Interest Group, ECN Video/Teleconference, Oak Ridge, TN.

Palenchar, M. J. (2008, September). *Playing tough defense and smart offense through issues management and public relations*. Luncheon speaker at the Innovation Valley Technology Council, Oak Ridge, TN.

Palenchar, M. J. (2008, September). Conducted a three-day crisis communication workshop for undergraduate public relations majors at Southeast Missouri State University, Cape Girardeau, MO.

Palenchar, M. J. (2008, March). *Public relations theory*. APR Workshop for the Volunteer Chapter of the Public Relations Society of America, Knoxville, TN.

Mould, D., & Palenchar, M. J. (2006, November). *Diverse messages for diverse audiences*. Research panel for Public Relations Day, School of Advertising and Public Relations, University of Tennessee, Knoxville, TN.

Angelovich, M., & Palenchar, M. M. (2005, September). *Ethnographies: Learn ways to get in-depth information about what it's like to be your consumer*. Workshop at the School of Advertising and Public Relation's Strategic Qualitative Research Conference, University of Tennessee, Knoxville, TN.

Palenchar, M. J. (2003). *Shelter in Place: A Monitoring Study of the Progress in Communication Emergency Response*. Paper presented for the City of La Porte, TX, and La Porte's Local Emergency Planning Committee community meeting.

*Longitudinal Analysis of Emergency Response Awareness and Practices*. Paper presented for the City of Deer Park, TX, and Deer Park's Local Emergency Planning Committee community meeting, 2002.

*Risk Management Communication Procedures*. Paper presented for the City of Pasadena, TX, and Pasadena's Local Emergency Planning Committee, 2000.

*Risk Management Communication Procedures*. Paper presented for the City of La Porte, TX, and La Porte's Local Emergency Planning Committee, 2000.

*Risk Management Communication Procedures*. Paper presented for the City of Deer Park, TX, and Deer Park's Local Emergency Planning Committee, 1999.

*Risk Management Communication Procedures*. Paper presented for the East Harris County Manufacturers Association Board of Directors, 1999.

*Strategic Issues Management in the American Paper Industry: Changes Demand It*. Speech delivered to the Paper Industry Manufacturers Association annual conference, June 1998.

*Shelter in Place: Progress in Communication Emergency Response.* Paper presented for the City of Deer Park, TX, and Deer Park's Local Emergency Planning Committee, 1998.

*Shelter in Place: Progress in Communication Emergency Response.* Paper presented for the City of Galena Park, TX, 1998.

*Shelter in Place: Progress in Communication Emergency Response.* Paper presented for the City of Pasadena, TX, and Pasadena's Local Emergency Planning Committee, 1997.

*Media Relations Training for Governmental Affairs.* Workshop presented to the Directors of Volunteers in Texas Conference, Austin, TX, April 1993.

*Marketing Governmental Services.* Workshop presented for the Texas State Helen Farabee Conference on Mental Health and Mental Retardation, Dallas, TX, November 1990.

## **Industry Reports**

*Social Media & FoodShield: Review & Recommendations.* Prepared for FoodSHIELD, 2011, with Karen Freberg and Tatjana Hocke.

*Effective Risk Communications for the Counter Improvised Explosive Devices Threat: Communication Guidance for Local Leaders Responding to the Threat Posed by IEDs and Terrorism.* Prepared for U. S. Department of Homeland Security, December 2010, with Vincent Covello, , Steven Becker, Ortwin Renn and Piet Sellke.

*Mobile Technologies Implemented in Risk Communication Practices and Disasters: Counter Improvised Explosive Devices.* Prepared for S4 Inc. for a project with the U. S. Department of Homeland Security, 2010.

*Longitudinal Analysis of Emergency Response Awareness, Knowledge, Attitudes and Practices in La Porte, Texas.* Prepared for La Porte, TX, Local Emergency Planning Committee, 2003.

*Longitudinal Analysis of Emergency Response Awareness and Practices in Deer Park, Texas.* Prepared for Deer Park, TX, Local Emergency Planning Committee, 2002, with Robert L. Heath.

*Shelter in Place: A Monitoring Study of the Progress in Communication Emergency Response.* Prepared for Deer Park, TX, Local Emergency Planning Committee, 1999, with Robert L. Heath.

*Shelter in Place: A Monitoring Study of the Progress in Communicating Emergency Response.* Prepared for Pasadena, TX, Local Emergency Planning Committee, 1998, with Robert L. Heath.

*East Harris County Manufacturers Association: Who are we and what are we doing? A Benchmark Report.* Prepared for East Harris County Manufacturers Associations, 1998.

*Knowledge of Emergency Response Practices in Three Communities: A Comparison of Deer Park, La Porte and Pasadena, Texas.* Prepared for the cities of Deer Park and Pasadena, TX, 1995, with Robert L. Heath and Douglas Abel.

## HONORS & AWARDS

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### Research

- Top Paper, Public Relations Division, National Communication Association, with Robert L. Heath, Jae Lee, & Laura Lemon, November 2016.
- Top Paper, Applied Communications Division, National Communication Association, with Karen Freberg & Shari R. Veil, November 2010
- Top Paper, Public Relations Division, Southern States Communication Association, with Tanya Ickowitz, Charles Primm, Stephanie Elliott, & Tatjana Hocke, April 2010
- Second Place, Top Teaching Paper, Public Relations Division, Association for Education in Journalism and Mass Communications, with Karen Freberg, August 2009
- Top Student-Faculty Paper, University of Tennessee's College of Communication and Information Research Symposium, with Karen Freberg, February 2009
- Faculty Research Award, College of Communication and Information, University of Tennessee, 2008
- Top Paper, Public Relations Division, Southern States Communication Association, with Scott Wells, April 2008
- Top Student-Faculty Paper, University of Tennessee's College of Communication and Information Research Symposium, with Bernardo Motta, February 2008
- Pride Award for Best Published Article, Public Relations Division, National Communication Association, with Kathy Fitzpatrick, November 2007
- Top Three Paper, Public Relations Division, National Communication Association, Conference, November 2007
- First Place High-Density Research Presentation, Public Relations Division, Association for Education in Journalism and Mass Communications, with John Brummette, August 2007
- Top Three Paper, Public Relations Division, International Communication Association, with Robert Heath, June 2006
- Top Three Paper, Public Relations Division, National Communication Association Conference, with Robert Heath & Emily Dunn, November 2005
- Top Three Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2004
- Top Four Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2003
- Top Faculty/Student Paper (presented during poster session), Public Relations Division, Association for Education in Journalism and Mass Communication, with Robert Heath, August 2003
- Top Conference Paper, Communications Sciences Division for the International, Interdisciplinary Public Relations Research Conference, Public Relations Society of America, with Kathy Fitzpatrick, March 2002
- Top Four Student Research Paper, Public Relations Division, Association for Education and Journalism in Mass Communication National Conference, August 2001
- Graduate Student Research Award, College of Journalism and Communications, University of Florida, 2001



- Pride Award for Best Published Article, Public Relations Division, National Communication Association, with Robert Heath, November 2000
- Top Four Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2000
- Top Three Paper, National Communication Association Conference, Public Relations Division, with Robert Heath, November 1999
- Certificate of Achievement – Academic Research Excellence, Graduate Studies, School of Communication, University of Houston, 1995

### **Teaching**

- Nominated, Chancellor's Award for Graduate Advising, University of Tennessee, 2011-2012
- Nominated, Outstanding Teaching Award, College of Communication and Information, University of Tennessee, 2008, 2012
- CI 150 Content Module Winner, Undergraduate Studies Committee, College of Communication and Information, The University of Tennessee, spring 2007. Included \$200 research award for group proposal, submitted with: Dr. Candace White, Dr. Lisa Fall, Dr. Beth Johnson Avery and Dr. Thomasena Shaw
- Take a Campus Leader to Lunch Honor, National Society of Collegiate Scholars, University of Tennessee, Spring 2007
- Anderson/CLAS Scholar Faculty Honoree, Fall Academic Convocation, College of Liberal Arts and Sciences, University of Florida, 2002
- Outstanding Graduate Student Teaching Award, awarded by the Instructional and Developmental Division, International Communication Association, nominated by the University of Florida's Department of Public Relations, Seoul, Korea, July 2002
- Finalist, University Graduate Student Teaching Award, University of Florida, 2002
- Top Three Finalist, Tomball College Adjunct Faculty Excellence Award, Tomball College, Spring 2000

### **Service/Outreach**

- Faculty Service/Outreach Award, College of Communication and Information, University of Tennessee, 2009, 2011, 2014

### **Professional**

- Addy Award for Best of Show Professional, Advertising Club of Fort Worth, 1990, with Witherspoon & Associates
- Addy Award for Best National/Regional Television PSA, Advertising Club of Fort Worth, 1990, with Witherspoon & Associates
- Certificate of Achievement for Service, Texas Public Relations Association, 1989

## **ACADEMIC AND PROFESSIONAL SERVICE**

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### **Institutional Service**

Co-Chair, ACEJMC Accreditation Committee, College of Communication and Information, 2016-2017

Faculty Adviser, Public Relations Society of America Chapter, School of Advertising and Public Relations, University of Tennessee, 2016 – present

Member, Undergraduate Planning Committee, University of Tennessee, Spring 2016 – present

Chair, Curriculum Committee, School of Advertising and Public Relations, University of Tennessee, 2014 – present

Member, Administrative Coordinator I Search Committee, School of Advertising and Public Relations, University of Tennessee, Summer 2016

Member, Undergraduate Graduate Council Task Force on Operating Procedures, Spring 2016

Past Chair, Undergraduate Council, University of Tennessee, Fall 2015 – Summer 2016

Member, Vice Provost for Academic Affairs Search Committee, University of Tennessee, Spring 2015

Chair, QEP Writing Committee, University of Tennessee, 2013 – 2015

Member, SAIS Task Force Working Group on Implementation, 2014-2015

Member, QEP Committee, University of Tennessee, Summer 2013-2015

Chair, Undergraduate Council, University of Tennessee, Fall 2014 – Summer 2015

Peer Teaching Assessment Committees:

- Candace White, School of Advertising and Public Relations, Committee Chair, Spring 2014
- Jonathon Pettigrew, School of Communication Studies, Committee Member, Spring 2014
- Jin Park, School of Advertising and Public Relations, Committee Chair, Spring 2014
- Wade Bishop, School of Information Science, Committee Member, Spring 2014
- Rachel Fleming-May, School of Information Science, Committee Member, Spring 2014
- Devendra Potnis, School of Communication Studies, Committee Member, Spring 2013
- Vandana Singh, School of Information Sciences, Committee Member, Fall 2012

Member, Directors Search Committee, School of Advertising and Public Relations, University of Tennessee, Fall 2014

Invited Participant/Leader, Annual New Faculty Teaching Institute, University of Tennessee, August 2014

Vice Chair, Undergraduate Council, University of Tennessee, Fall 2013- Summer 2014

Member, Cumulative Performance Review Committee, College of Arts and Sciences, University of Tennessee, 2014

Member, Directors Search Committee, School of Advertising and Public Relations, University of Tennessee, Fall 2013 – Spring 2014

Member, Ad-Hoc Committee on School Assessment, School of Advertising and Public Relations, University of Tennessee, Fall 2012-Spring 2014

Member, Faculty Affairs Committee, College of Communication and Information, University of Tennessee, Fall 2011 – Spring 2014

Co-Chair, Annual Retention Review Committee, School of Advertising and Public Relations, University of Tennessee, Fall 2012

Member, Directors Search Committee, School of Advertising and Public Relations, University of Tennessee, Spring 2012

Workshop Leader, *Crisis Communication and Media Relations: Strategies for Survival*. Offered by the College of Communication and Information in partnership with the Center for Executive Education. Five-day seminar (\$3500), University of Tennessee.

Elected Member, Undergraduate Studies Council, University of Tennessee, 2010-2013

- Member of the Academic Policy Committee, 2010-2011
- Member of the Undergraduate Curriculum Committee, 2010 - present

Undergraduate Public Relations Advisor (approximately 20-30 students each semester), School of Advertising and Public Relations, University of Tennessee, Fall 2004 – Present

Masters & Doctoral Advisor, School of Advertising and Public Relations, University of Tennessee, Fall 2008 - Present

Member, Speakers Bureau, College of Communication and Information, University of Tennessee, Fall 2007 – Present

Member, Ph.D. Program Review Task Force, College of Communication and Information, University of Tennessee, 2010-2012

Member, Chancellor's Scholars Selection Committee, University of Tennessee, Spring 2010, 2011, 2012, 2013, 2014

Member, Undergraduate Studies Committee, College of Communication and Information, University of Tennessee, Fall 2009 – Spring 2011

College Co-Representative for the universities undergraduate research symposium (EURCA), Undergraduate Committee, College of Communication and Information, University of Tennessee, Fall 2009 – Spring 2011

Speaker on the topic *What we wish someone had told us: Words of wisdom about UT from the recently tenured*. Panel member for the University of Tennessee's new faculty orientation workshop. August 2010.

Masters Students Advisor (approximately 10-15 students each semester, advise all students upon entering the public relations masters program, faculty representative reviewing all public relations masters applications), School of Advertising and Public Relations, University of Tennessee, Fall 2007 – Spring 2010

Faculty Adviser, Public Relations Student Society of America Sammie Lynn Puett Chapter, School of Advertising and Public Relations, University of Tennessee, Fall 2008 – Spring 2010

College Nominated Member, Provost's Junior Faculty Fellows, University of Tennessee, Spring 2007 – Spring 2010

Member, Scripps Interactive Lab Ad Hoc Committee, College of Communication and Information, University of Tennessee, Fall 2007 – Spring 2009

Member, Faculty Search Committees, School of Advertising and Public Relations, University of Tennessee, Fall 2005, Spring 2006, Fall 2006, Fall 2007, Fall 2009, Fall 2010, Spring 2010, Fall 2011

Book Discussion Leader, Life of Mind Program, University of Tennessee, 2006, 2007, 2009, 2010

Faculty Adviser, Bateman Competition – Public Relations Society of America, School of Advertising and Public Relations, University of Tennessee, Fall 2008 – Spring 2009

Co-Chair, PR Day, Bi-Annual Public Relations Conference for Students and Local Professionals, School of Advertising and Public Relations, University of Tennessee, 2008

Chair, Technology Committee, College of Communication and Information, University of Tennessee, Fall 2006 – Spring 2008

Member, Research Advisory Committee, College of Communication and Information, University of Tennessee, Fall 2006 – Spring 2008

Member, Undergraduate Scholarship Selection Committee, School of Advertising and Public Relations, University of Tennessee, 2005, 2006, 2007, 2008

Faculty Judge, ADV 470: Advertising Campaigns, School of Advertising and Public Relations, University of Tennessee, Fall 2005, Spring 2005, Fall 2007, Fall 2009, Fall 2010, Spring 2012 (social media class)

Member, School Bylaws Ad-Hoc Committee, School of Advertising and Public Relations, University of Tennessee, Fall 2006 – Spring 2007

Member, Technology Committee, College of Communication and Information, University of Tennessee, Fall 2005 – Spring 2007

Member, Sponsored Research Ad-Hoc Committee, School of Advertising and Public Relations, University of Tennessee, Fall 2006

Faculty Advisor, Arthur W. Page Society Case Study Competition for Corporate Communication, School of Advertising and Public Relations, University of Tennessee, 2004, 2006

Faculty Advisor, Public Relations Concepts, School of Advertising and Public Relations, University of Tennessee, Fall 2005

School Representative, College Scholarship Committee, College of Communication and Information, University of Tennessee, 2005

Guest Lectures: University of Tennessee, *Fall 2004 - Present*

ADV 380: Advertising Research, Spring 2006

ADV 480: Advertising and Society, Fall 2013, Fall 2014

ADV 490: Advertising Management, Spring 2006

ADV 490: Special Topics: Account Planning, Spring 2005, Spring 2011, Spring 2012

ADV 530: Advertising and Public Relations Research, Spring 2005

CCI 150: Communication in an Information Age, Fall 2006, Summer 2007, Fall 2007, Summer 2008, Fall 2008, Spring 2009

CCI 540: Communication Theory, Fall 2012

CCI 560: Special Topics: Ethnographic Research, Spring 2007

CCI 615: Perspectives on Communication and Information Knowledge and Research II, Spring 2008

CCI 620: Communication and Information Professional Development Seminar, Spring 2008, Fall 2011

CCI 620: Seminar in Communication/Information Education, Fall 2005

CCI 635: Qualitative Research Methods, Spring 2016

CCI 640: Communication and Information Theory I, Fall 2004, Fall 2005

CCI 643: Qualitative Research, Spring 2008, Spring 2009, Spring 2010

CCI 651: Contemporary Issues in Science, Technology, Engineering and Medical Communication and Information, Spring 2008, Fall 2009

CMST 540: Survey of Organizational and Team Communication, Fall 2010

CMST 360: Professional Skills, Spring 2016

HSN: Homeland Security II (Nursing PhD Program), Summer 2007, Summer 2008, Fall 2013

PR 270: Principles of Public Relations, Fall 2006, Fall 2013, Spring 2014

PR 370: Public Relations Cases, Fall 2009, Spring 2010, Spring 2016

PR 380: Professional Seminar, Fall 2006, Spring 2014

PR 380: Public Relations Professional Seminar, Spring 2006

PR 470: Public Relations Campaigns, Spring 2009

PR 550: Public Relations Strategies, Spring 2007

## **Discipline Service**

### Tenure & Promotion External Reviews

Boston University

Louisiana State University

Florida International University

Texas Tech University

University of North Carolina – Charlotte

Wayne State University

Auburn University

### Journal Editorial Board Member

*Journal of Public Relations Research*  
*Public Relations Inquiry*  
*Corporate Communications: An International Journal*

### Reviewed Manuscripts for the Following Publications

*African Journal of Business Management*  
*Communication Studies*  
*Corporate Reputation Review*  
*Disasters Journal*  
*Environmental Communication: A Journal of Nature and Culture*  
*International Journal of Risk Assessment and Management*  
*Irish Geography*  
*Journal of Applied Communication*  
*Journal of Contingencies and Crisis Management*  
*Journal of Management Education*  
*Journal of Public Relations Research*  
*Journal of Risk Research*  
*Management Communication Quarterly*  
*Prism*  
*Public Relations Inquiry*  
*Public Relations Review*  
*Risk Analysis*

### Reviewed Conference Papers for the Following Organizations

Association for Education in Journalism and Mass Communications

- COMSHER Division, 2011
- Public Relations Division, 2006, 2007, 2008, 2009, 2010, 2011, 2015, 2016
  - Research Co-Chair, Public Relations Division, 2010, with Karla Gower

International Communication Association, Public Relations Division, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016

International Academy of Business Disciplines, Travel and Hospitality Communication/Marketing Track, 2005

National Communication Association, Public Relations Division, 2001, 2003, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016

Public Relations Society of America, Educator's Academy, 2002

### Reviewed Book Chapters for the Following Peer Reviewed Edited Books

- *Handbook of Communication and Corporate Reputation*. Edited by C. Carroll.
- *A stakeholder approach to corporate social responsibility: Pressures, conflicts, reconciliation*. UK: Ashgate/Gower Publishing. Edited by A. Lindgreen, P. Kotler, F. Maon, & J. Vanhamme.

### Reviewed Manuscripts/Proposals

Textbook review for Rowman & Littlefield, *Thin Grey Line: A Practical Guide to Ethical Reflection and Action in Public Relations*, 2016

Textbook review for Sanger, *Handbook for the Crisis Communications Center*, 2015, second review 2016

Textbook review for Wiley-Blackwell, *Handbook of Public Relations Theory and Methods*, 2014

Textbook review for Oxford Press, *Managing Public Relations* (2<sup>nd</sup> ed.), 2013

Textbook review for Sage, *Ongoing Crisis Communication* (4<sup>th</sup> ed.), 2013  
Textbook review for Sage, *Netnography*, 2012  
Textbook review for Oxford Press, *Managing Public Relations: Methods and Tools for Achieving Solid Results*, 2011  
Textbook review for Taylor & Francis, *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*, 2010  
Textbook review for Wiley-Blackwell, *Currents in Public Relations Theory: A Skills-Based and Case-Study Approach*, 2010  
Textbook review for Sage, *Ongoing Crisis Communication* (3<sup>rd</sup> ed.), 2010  
Textbook review for Wiley Blackwell, *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*, 2009  
Textbook review for Sage, *Theoretical and Practical Developments in Crisis Communication: Defining and Advancing an Emerging Field*, 2008  
Textbook review for Sage, *Applied Public Relations*, 2007  
Textbook review for Prentice Hall, *Public Relations Practices* (6<sup>th</sup> ed.), Prentice Hall, 2005

Past-Chair, Public Relations Division, National Communication Association, 2014

Legislative Assembly Representative, Public Relations Division, National Communication Association, 2012, 2013, 2014, 2015

Executive Editorial Board Member, *Encyclopedia of Public Relations*, Sage, 2011-2103

Chair, Public Relations Division, National Communication Association, 2013

Nominating Committee Representative, Public Relations Division, National Communication Association, 2013-2014

Vice Chair, Public Relations Division, National Communication Association, 2012

Mentor Program, Public Relations Division AEJMC, 2012

Vice Chair Elect, Public Relations Division, National Communication Association, 2011

Advisory Editorial Board Member, *Crisis and Emergency Risk Communication Manual*, National Public Health Information Coalition, 2011.

Editorial Board Member, 2011 Special Edition on Pedagogy, *Public Relations Review*

Research Co-Chair, Public Relations Division, Association for Education in Journalism and Mass Communications, 2009- 2010

Chair, Membership Committee, Public Relations Division, Association for Education in Journalism and Mass Communications, 2008 – 2009

Division Delegate, Public Relations Division, Association for Education in Journalism and Mass Communications, 2008 – 2009

Committee Member, Nominating Committee, Public Relations Division, National Communication Association, 2008- 2009

Editorial Board Member, 2008 Special Edition on Crisis Communications, *Public Relations Review*

Committee Member, PRIDE Committee, Public Relations Division, National Communication Association, 2007, 2008

Graduate Student Liaisons Committee Member, Public Relations Division, Association for Education in Journalism and Mass Communications, Fall 2007 – Spring 2008

## **Professional Service & Affiliations**

### Academic Associations:

Association for Education in Journalism and Mass Communication, since 2001  
European Communication Research and Education Association, since 2013  
International Communication Association, since 1998  
National Communication Association, since 1998  
Southern States Communication Association, since 2008

### Professional Associations:

Institute for Food Technologists, 2010-2011  
Public Relations Society of America, 2002-2012, 2016-present  
Volunteer Chapter of Public Relations Society of America, 2004-2012, 2016-present

### Research Affiliations:

Institute for the Study of Issues Management, University of Houston, since 1997  
Risk, Health & Crisis Communication Research Unit, University of Tennessee,  
2009-2014  
Risk Communication Theme Group, National Center for Food Protection and  
Defense, A Homeland Security Center of Excellence, 2009-2012

### Community Affiliations:

Board Member, WUOT Public Radio, University of Tennessee, 2011-2012

### Professional Advisory Boards

National Environmental Health Promotion Network (NEHPN), 2011

## **DISSERTATION AND MASTERS COMMITTEES**

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### **Dissertations**

#### **Current**

- Laura Lemon, School of Advertising and Public Relations, *committee chair*.
- Krista Billingsley, Department of Anthropology, *committee member*.
- Jaewoo Do, Educational Psychology and Counseling Department, *committee member*.
- Jinhee Lee, School of Advertising and Public Relations, *committee member*.

#### **Completed**

- Hyuk Jun Cheong, School of Advertising and Public Relations, *committee chair*.
- Sejin Park, School of Advertising and Public Relations, *committee member*.



- Eldridge, Scott. (2104). School of Communication Studies, *committee member*.
- Dalton Dortch, Betsy. (2014). School of Communication Studies, *committee member*.
- Coman, Ioana. (2014). School of Journalism and Electronic Media, *committee member*.
- Radik, Danijela. (2014). School of Advertising and Public Relations, *committee member*.
- Graham, Missy. (2014). School of Advertising and Public Relations, *committee member*.
- Lyu, Jewon. (2012). Department of Retail, Hospitality, and Tourism Management, *committee member*.
- Hocke, Tatjana. (2012). *Prepared for natural disaster? How children and families understand and make sense of natural disaster preparedness*. School of Advertising and Public Relations, *committee chair*.
- Freberg, Karen. (2010). *Intention to comply with food safety messages in a crisis as a function of message source and message reliability*. School of Advertising and Public Relations, *committee chair*.
- Pratt, Angela. (2010). School of Advertising and Public Relations, *committee member*.
- Motta, Bernardo. (2009). School of Journalism and Electronic Media, *committee member*.
- Kim, Sora. (2008). School of Advertising and Public Relations, *committee member*.
- Brummette, J. (2008). School of Advertising and Public Relations, *committee member*.
- Wright, Emma. (2008). School of Advertising and Public Relations, *committee member*.

## **Doctoral Qualifying Exam Committees**

### **Completed**

- Jinhee Lee, School of Advertising and Public Relations, *committee member*.
- Laura Lemon, School of Advertising and Public Relations, *committee chair*.
- Jaewoo Do, Educational Psychology and Counseling Department, *committee member*.
- Sejin Park, School of Advertising and Public Relations, *committee member*.
- Krista Billingsley, Department of Anthropology, *committee member*.
- Hyuk Jun Cheong, School of Advertising and Public Relations, *committee member*.
- Danijela Radik, School of Advertising and Public Relations, (Fall, 2103), *committee member*.
- Missy Graham, School of Advertising and Public Relations, (Spring 2013), *committee member*.
- Scott Eldridge, School of Communication Studies, (Fall 2012), *committee member*.
- Betsy Dalton Dortch, School of Communication Studies, (Fall 2012), *committee member*.
- Tatjana Hocke, School of Advertising and Public Relations, (Fall 2010), *committee chair*.

- Karen Freberg, School of Advertising and Public Relations, (Spring 2010), *committee chair*.
- Angela Pratt, School of Advertising and Public Relations (Summer 2008), *committee member*.
- Amy Knowles, College of Nursing, Homeland Security Nursing Program (Summer 2008), *committee member*.
- Felicia Rivers, College of Nursing, Homeland Security Nursing Program (Summer 2008), *committee member*.
- Bernardo Motta, School of Journalism and Electronic Media (Spring 2008), *committee member*.
- Emma Wright, School of Advertising and Public Relations (Fall 2007), *committee member*.
- Felicia McGhee-Hilt, School of Journalism and Electronic Media (Fall 2007), *committee member*.
- John Brummette, School of Advertising and Public Relations (Fall 2007), *committee member*.
- Sora Kim, School of Advertising and Public Relations (Fall 2007), *committee member*.

### **Masters Thesis Committees**

#### **Completed**

- Ickowitz, Tanya. (2012). School of Advertising and Public Relations, *committee chair*.
- Merrifield, Nicole A. (2011). School of Advertising and Public Relations, *committee member*.
- Brown, Kenon. (2009). School of Advertising and Public Relations, *committee member*.
- Couch, Stacia E. (2006). School of Advertising and Public Relations, *committee member*.
- Dunn, Emily. (2004). School of Communication, University of Houston, *committee member*.

### **Masters Project Committees**

#### **Current**

- Onunka, Chima. (2016). School of Advertising and Public Relations, *committee member*.

#### **Completed**

- Dupes, Ryn. (2014). School of Advertising and Public Relations, *committee member*.
- Fields, Caroline. (2014). School of Advertising and Public Relations, *committee member*.
- Heins, Whitney. (2013). School of Advertising and Public Relations, *committee chair*.
- Burton, Abbey Elizabeth. (2013). School of Advertising and Public Relations, *committee member*.
- Li, Yuxi. (2012). School of Advertising and Public Relations, *committee member*.

- Brown, Sarah. (2012). School of Advertising and Public Relations, *committee member*.
- Andrews, Amanda D. (2012). School of Advertising and Public Relations, *committee member*.
- McVey, Jenna. (2012). School of Advertising and Public Relations, *committee member*.
- Stansberry, Julie. (2012). School of Advertising and Public Relations, *committee member*.
- Elwin, Christine. (2011). School of Advertising and Public Relations, *committee member*.
- Bennett, Katie. (2010). School of Advertising and Public Relations, *committee member*.
- Taylor, Abby. (2009). School of Advertising and Public Relations, *committee member*.
- Page, Sabrina. (2009). School of Advertising and Public Relations, *committee member*.
- Salemi, Ali. (2009). School of Advertising and Public Relations, *committee member*.
- Richeson, Jenna. (2009). School of Advertising and Public Relations, *committee member*.
- Trail, Nick. (2009). School of Advertising and Public Relations, *committee member*.
- Abbott, Elizabeth. (2008). School of Advertising and Public Relations, *committee chair*.
- Feng, Shunning. (2008). School of Advertising and Public Relations, *committee chair*.
- Flesher, Sarah. (2008). School of Advertising and Public Relations, *committee chair*.
- Molina, Soraya. (2008). School of Advertising and Public Relations, *committee chair*.
- Williams, Jill. (2008). School of Advertising and Public Relations, *committee chair*.
- Zaller, Lauren. (2008). School of Advertising and Public Relations, *committee chair*.
- Spears, Kate. (2007). School of Advertising and Public Relations, University of Tennessee, *committee chair*.
- McCoy, Chavvah. (2007). *IdleAire Technologies Corporation: An issues management campaign*. School of Advertising and Public Relations, University of Tennessee, *committee chair*.
- Moreland, Jill K. (2006). School of Advertising and Public Relations, *committee member*.
- Black, Scott R. (2006). School of Advertising and Public Relations, *committee member*.
- Lipscomb, Sunny. (2005). School of Advertising and Public Relations, *committee member*.
- Marshall, Emily. (2005). School of Advertising and Public Relations, *committee member*.
- Gibson, Amy. (2005). School of Advertising and Public Relations, *committee member*.

- Viars, Amy Alexander. (2005). School of Advertising and Public Relations, *committee member*.

**Senior Honors Thesis**

- Katie Barrett. (2011). School of Advertising and Public Relations, *faculty adviser*.
- Stephanie Bada. (2007). School of Advertising and Public Relations, *faculty adviser*.