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College of Communication and Information
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Education

- Ph.D. Communication, North Dakota State University, Fargo, ND, 2006**
Research Area: Risk and Crisis Communication
Cognate: Food Safety
- MBA Business Administration, University of Mary, Fargo, ND, 2002**
Project Emphasis: Marketing
- B.S. Communication, University of Mary, Bismarck, ND, 2001**
Concentration: Public Relations
Minor: Business Administration

Academic Appointments

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

2017-present, Chair, Department of Communication
2014-present, Associate Dean for Undergraduate Affairs
2013-present, Associate Professor with Tenure, Department of Communication
2013-2016, Director of Advising and Student Success, Department of Communication
2010-2014, Director, Risk Sciences Division
2010-2013, Assistant Professor, Department of Communication

University of Oklahoma, Gaylord College of Journalism and Mass Communication, Norman, OK

2009-2010, Director, Center for Risk and Crisis Management
2007-2009, Associate Director, Center for Risk and Crisis Management
2006-2010, Assistant Professor, Strategic Communication

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

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

Scholarship

*Graduate Student Co-Author

In Progress

- Veil, S. R., & *Anthony, K.** (R&R, in review). The pariah effect of toxic trailers: FEMA's legitimacy challenges in the post-Katrina formaldehyde crisis. Submitted to *Journal of Public Relations Research*.
- Veil, S. R., *Anthony, K., *Staricek, N., *Young, L., Sellnow, T. L., & Cupp, P.** (in review). Revisiting the best practices in risk and crisis communication: A multi-case analysis. Submitted to *Journal of Applied Communication Research*.
- Veil, S. R., *Woods, C. L., & *Crace, R. D.** (in review). Maintaining a memory: Balancing renewal and resilience in crisis memorials. Submitted to *Management Communication Quarterly*.
- Sutton, J., & Veil, S. R.** (under contract, with the editor). Risk communication and the social media. In R. Kasperson (Ed), *Risk conundrums: Solving unsolvable problems*. New York: Earthscan from Routledge.

- Veil, S. R.,** & *Woods, C. L. (under contract, with the editors). Resilience. In R. L. Heath & W. Johansen (Eds.), *International Encyclopedia of strategic communication*. New York: Wiley-Blackwell.
- Savage, M., Jones, S., Reno, J., & **Veil, S. R.** (under contract, with the editor). Targeting the Stop.Think.Connect. cybersecurity campaign to university campuses. In R. L. Parrott (Ed.), *Encyclopedia of health and risk message design and processing*. New York: Oxford University Press.
- Veil, S. R.,** & Palenchar, M. J. (under contract). *Anticipating crisis: Communication and leadership in a crisis-driven world*. Malden, MA: Wiley Blackwell.
- Veil, S. R.,** & Ambrose, K. (under contract). Communicating in supply chain crises. In F. Frandsen & W. Johansen. (Eds.), *Handbook of crisis communication*. Berlin: De Gruyter Mouton.
- Veil, S. R.,** & Dillingham, L. (under contract). Spillover crises. In F. Frandsen & W. Johansen. (Eds.), *Handbook of crisis communication*. Berlin: De Gruyter Mouton.
- Veil, S. R.,** Woods, C. L., Frisby, B. N., Matig, J., & Harris, C. (data analysis). Shared grief: Resilience and renewal in personal crisis.
- Veil, S. R.,** Woods, C. L., & Hecht, R. D. (data collection). Building reputation through positive engagement: Evaluating the “Sailor for a Day” campaign.
- Woods, C. L., & **Veil, S. R.** (IRB Review). Balancing transparency and privacy in a university sexual assault case: A legal public relations case study.

Published Peer Reviewed Journal Articles

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

- *Freberg, K., Palenchar, M. J., & **Veil, S. R.** (2013). Managing and sharing H1N1 crisis information using social media bookmarking services. *Public Relations Review*, 39(3), 178-184. doi:10.1016/j.pubrev.2013.02.2007
- Bishop, B. W., & **Veil, S. R.** (2013). Public libraries as post crisis information hubs. *Public Libraries Quarterly*, 32(1), 33-45. doi: 10.1080/01616846.2013.760390
- Veil, S. R.** & *Yang, A. (2012). Media manipulation in the Sanlu milk contamination crisis. *Public Relations Review*, 38(5), 935-937. doi:10.1016/j.pubrev.2012.08.004
- Veil, S. R.**, *Petrun, E. L., & *Roberts, H. A. (2012). Issue management gone awry: When not to respond to an online reputation threat. *Corporate Reputation Review*, 15(4), 319-332. doi:10.1057/crr.2012.18
- Veil, S. R.** (2012). Clearing the air: Journalists and emergency managers discuss disaster response. *Journal of Applied Communication Research*, 40(3), 289-306. doi:10.1080/00909882.2012.679672
- Veil, S. R.**, Sellnow, T. L., & *Petrun, E. L. (2012). Hoaxes and the paradoxical challenges of restoring legitimacy: Dominos' response to its YouTube crisis. *Management Communication Quarterly*, 26(2), 322-345. doi:10.1177/0893318911426685
- Veil, S. R.**, & *Husted, R. A. (2012). Best practices as an assessment for crisis communication. *Journal of Communication Management*, 16(2), 131-145. doi:10.1108/13632541211217560
- Veil, S. R.**, *Buehner, T., & Palenchar, M. (2011). A work in-progress literature review: Incorporating social media in risk and crisis communication. *Journal of Contingencies and Crisis Management*, 19(2), 110-122. doi: 10.1111/j.1468-5973.2011.00639.x
- Veil, S. R.**, Sellnow, T. L., & *Heald, M. (2011). Memorializing crisis: The Oklahoma National Memorial as renewal discourse. *Journal of Applied Communication Research*, 39(2), 164-183. doi:10.1080/00909882.2011.557390
- Veil, S. R.** (2011). Mindful learning in crisis management. *Journal of Business Communication*, 48(2), 116-147. doi:10.1177/0021943610382294
- *Millner, A. G., **Veil, S. R.**, & Sellnow, T. L. (2011). Proxy communication in crisis response. *Public Relations Review*, 37(1), 74-76. doi:10.1016/j.pubrev.2010.10.005
- Veil, S. R.**, & *Mitchell, K. (2010). Terror management theory: Promoting tolerance in campus safety campaigns. *International Journal of Strategic Communication*, 4(4), 207-224. doi:10.1080/1553118X.2010.515541
- Veil, S. R.**, & *Ojeda, F. (2010). Establishing media partnerships in crisis response. *Communication Studies*, 60(4), 412-429. doi:10.1080/10510974.2010.491336
- Veil, S. R.**, & *Rodgers, J. E. (2010). Reaching at risk populations: The inconsistency of communication channels among American Indian tribes in Oklahoma. *Public Relations Review*, 36(3), 302-305. doi:10.1016/j.pubrev.2010.04.002
- Veil, S. R.** (2010). Using crisis simulations in public relations education. *Communication Teacher*, 24(2), 58-62. doi:10.1080/17404621003680906
- Veil, S. R.** (2010). Identifying adoption barriers in organizational rhetoric: A response to the strategic plan for the National Animal Identification System. *Journal of Applied Communications*, 94(1&2), 33-48.
- Veil, S. R.** (2010). Adoption barriers in a high-risk agricultural environment. *International Journal of Technology and Human Interaction*, 6(1), 69-85. doi:10.4018/jthi.2010091705
- Veil, S. R.**, Littlefield, R. S., & Rowan, K. E. (2009). Dissemination as success: Local emergency management communication practices. *Public Relations Review*, 35(4), 449-451. doi:10.1016/j.pubrev.2009.06.004
- Veil, S. R.**, Reynolds, B., Sellnow, T. L., & Seeger, M. W. (2008). Crisis & Emergency Risk Communication as a theoretical framework for research and practice. *Health Promotion Practice*, 9(4), 26S-34S. doi:10.1177/1524839908322113
- Veil, S. R.** (2008). Civic responsibility in risk democracy. *Public Relations Review*, 34(4), 387-391. doi:10.1016/j.pubrev.2008.08.001
- Veil, S. R.**, & Kent, M. (2008). Issues management and inoculation: Tylenol's responsible dosing advertising. *Public Relations Review*, 34(4), 399-402. doi:10.1016/j.pubrev.2008.08.004
- Veil, S. R.**, & Sellnow, T. L. (2008). Organizational learning in a high-risk environment: Responding to an anthrax outbreak. *Journal of Applied Communications*, 92(1), 75-93.

- Veil, S. R.** (2007). Mayhem in the Magic City: Rebuilding legitimacy in a communication train wreck. *Public Relations Review*, 33(3), 337-339. doi:10.1016/j.pubrev.2007.05.015
- Streifel, R. A., Beebe, B. L., **Veil, S. R.**, & Sellnow, T. L. (2006). Significant choice and crisis decision making: MeritCare's public communication in the Fen-Phen case. *Journal of Business Ethics*, 69(4), 389-397. doi:10.1007/s10551-006-9097-2
- Venette, S. J., **Veil, S. R.**, & Sellnow, T. L. (2005). Essential communication resources for combating bioterrorism: Some practical and generalizable recommendations. *Communication Research Reports*, 22, 29-37. doi:10.1080/0882409052000343499
- Veil, S. R.** (2005). To answer or not to answer – that is the question of the hour: Image restoration strategies and media coverage of past drug use questions in the presidential campaigns of Bill Clinton and George W. Bush. *Speaker and Gavel*, 42, 58-78.

Edited Book Chapters

- Sellnow, T. L., & **Veil, S. R.** (2016). Preparing for international and cross-cultural crises: The role of competing voices, inclusivity, and the interplay of responsibility in global organizations. In A. Schwarz, M. Seeger, C. Auer (Eds.). *Handbook of international crisis communication research* (pp. 489-498). New York: Wiley Blackwell.
- Veil, S. R.** (2015). Beyond the ideals of mindful learning. Generating actionable strategies for crisis management from organizational knowledge. In N. Schiffrino, L. Taskin, C. Donis, & J. Raone, & (Eds.). *Organization after crisis: The challenge of learning* (pp. 55-74). Brussels: Peter Lang International.
- *Roberts, H. A., & **Veil, S. R.** (2015). The tension of emotional connection: Health literacy and the 2010 Salmonella egg recall. In R. S. Littlefield & T. L. Sellnow (Eds.). *Risk and crisis communication: Navigating the tensions between organizations and the public* (123-138). Laham, MD: Rowman & Littlefield.
- Veil, S. R.**, & Sellnow, T. L. (2015). Risk and crisis communication. In N. G. Harrington (Ed.). *Health communication: Theory, method, and application* (454-482). New York: Routledge.
- Sellnow, T. L., & **Veil, S. R.**, & *Anthony, K. (2013). Experiencing the reputational synergy of success and failure through organizational learning. In C. E. Carroll (Ed.), *Handbook of communication and corporate reputation* (pp. 235-248). New York: Wiley-Blackwell.
- Sellnow, T. L., *Wickline, M., & **Veil, S. R.** (2013). Responding effectively to crises: Best practices in organizational crisis communication (pp. 235-252). In J. S. Wrench (Ed.), *Workplace communication for the 21st century: Tools and strategies that impact the bottom line*. New York: Praeger.
- Veil, S. R.** (2012). Expert response to “A triple disaster in one fell swoop: Rethinking crisis communication in Japan after March 11.” In A. George and C. Pratt (Eds.), *Case studies in crisis communication: International perspectives on hits and misses* (pp. 225-226). New York: Routledge.
- Veil, S. R.**, & *Yang, A. (2012). Sanlu Group's milk contamination crisis: Organizational communication in conflicting contexts. In S. May (Ed.). *Case studies in organizational communication: Ethical perspectives and practices* (pp. 111-118). Thousand Oaks, CA: Sage.
- Veil, S. R.**, *Mitcham, C., & Sellnow, T. L. (2012). Lost in translation: How emergency managers understand multicultural communication in emergency preparedness. In B. Olaniran, D. Williams, & W. T. Coombs (Eds.), *Pre crisis management: Preparing for the inevitable* (pp. 201-225). New York: Peter Lang Publishing.
- Kent, M. L., Taylor, M., & **Veil, S. R.** (2011). Issues management makeover: A facelift for an aging theory. In M. Goralski, H. P. LeBlanc III, & M. L. Adams (Eds.), *Business research yearbook: Balancing profitability and sustainability: Shaping the future of business* (pp. 534-541). Beltsville, MD: International Academy of Business Disciplines.
- Sellnow, T. L., **Veil, S. R.**, Streifel, R. A., & Johnson, C. L. (2010). Credibility seeking through an inter-organizational alliance: Instigating the Fen-Phen confrontation crisis. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 657-674). New York: Wiley-Blackwell.

- Littlefield, R., Rowan, K., **Veil, S. R.**, Kisselburgh, L., Beauchamp, K., Vidoloff, K., Dick, M. L., Russell-Loretz, T., Kim, I., Ruvarac, A., Wang, Q., Cho, H., Siriko Hoang, T., Neff, B., Toles-Patkin, T., Troester, R. L., Hyder, S., Venette, S. & Sellnow, T. L. (2010). "We tell people. It's up to them to be prepared": Public relations practices of local emergency managers. In W. T. Coombs & S. J. Holladay (Eds.), *Handbook of crisis communication* (pp. 245-260). New York: Wiley-Blackwell.
- Sellnow, T. L., Ulmer, R. R., Seeger, M. W., & **Veil, S. R.** (2008). Terrorism as chaos: A chaos model for managing random acts of terror. In D. O'Hair, R. Heath, K. Ayotte, & G. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives* (pp. 411-424). Cresskill, NJ: Hampton Press.

Encyclopedia Entries

- Veil, S. R.** (2016). Reputation Crisis. In C. E. Carroll (Ed.), *Encyclopedia of Corporate Reputation* (pp. 637-639). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Community resilience. In R. L. Heath & M. J. Palenchar (Eds.), *Encyclopedia of Public Relations* (pp. 793-794). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Emergency management. In R. L. Heath & M. J. Palenchar (Eds.), *Encyclopedia of Public Relations* (p. 285). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Cascading crisis. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 96-98). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Routine emergencies vs. true crises. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 845-847). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2013). Spokespersons. In B. K. Penuel, M. Statier, & R. Hagen (Eds.), *Encyclopedia of Crisis Management* (pp. 892-896). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2010). Chernobyl. In S. H. Priest (Ed.), *Encyclopedia of science and technology communication* (pp. 123-126). Thousand Oaks, CA: Sage.
- Veil, S. R.** (2010). Department of Agriculture, US. In S. H. Priest (Ed.), *Encyclopedia of science and technology communication* (pp. 211-213). Thousand Oaks, CA: Sage.

Translational Research / Trade Journal Articles

- Veil S. R.**, & Reno, J. (2015, October). Research summary: Social media hijacking. Institute for Public Relations: Signature Studies. [online] Retrieved from <http://www.instituteforpr.org/online-activists-vs-kraft-foods-a-case-of-social-media-hijacking/>
- Veil, S. R.**, (2012, August). Journalists and emergency managers discuss disaster response. *Communication Currents*, 7(4), [online] Retrieved from <http://www.natcom.org/CommCurrentsArticle.aspx?id=2645>
- Sellnow, T. L., & **Veil, S. R.** (2012, March). Broadcasting food safety: How to push critical self-protection messages. *Dairy Response Update*. [online] Retrieved from <http://sites.redwoodeditor.com/dmi-quarterly-newsletters/march-2012-subpage/>
- Veil, S. R.**, & Sellnow, T. L. (2011, June). Renewal discourse in memorializing crisis. *Communication Currents*, 6(3). [online] Retrieved from <http://www.natcom.org/CommCurrentsArticle.aspx?id=1032>
- Sellnow, T. L. & **Veil, S. R.**, (2011). Implementing an effective risk communication plan. *Chinese Food Technology*, 14-18.
- Veil, S. R.**, & Schauer, C. S. (2008). Response of North Dakota Lamb and Wool Producer Association members to the National Animal Identification System Strategic Plan (NAIS). *Sheep Research Report*, 49, 7-12
- *Zou, L., & **Veil, S. R.** (2007). Guerrilla marketing and the Aqua Teen Hunger Force fiasco. *Public Relations Quarterly*, 51(4), 8-11.
- Veil, S. R.**, Liu, M., Erickson, S. & Sellnow, T. (2005). Too hot to handle: Competency constrains character in Chi-Chi's green onion crisis. *Public Relations Quarterly*, 50(4), 19-22.

Technical/Government Reports

- Cupp, P., Anyaegbunam, C., Hoover, A., Madinger, C., **Veil, S. R.**, Sellnow, T., O'Hair, D. (2015). *Community engagement and case analysis methods for developing post-incident risk communication strategies for intentional biological environmental contamination incidents*. Cincinnati, OH: Environmental Protection Agency.

- Cupp, P., **Veil, S. R.**, Sellnow, T., *Anthony, K., *Staricek, N., & *Young, L. (2013). *Case analysis of community engagement a for developing post-incident risk communication guidelines*. Cincinnati, OH: Environmental Protection Agency.
- Veil, S. R.**, & *Young, L. (2013). *Internal communication audit of the Lexington Fire Department*. Lexington, KY: Risk Sciences Division.
- Veil, S. R.**, & Bishop, B. W. (2012). *Community resilience and public libraries: Post crisis information and connectivity*. Boulder, CO: Natural Hazards Center.
- Benoit, W., Carlton, T., Church, S., Comfort, L., Fearn-Banks, K., Fischhoff, B., Friemuth, V., Gable, L., Gouran, D. S., Granillo, B., Hearit, K., Heath, R., O'Toole, T., Palenchar, M., Pechta, L., Perrow, C., Petrun, E., Riad, J., Seeger, M., Sellnow, T. L., Stacks, D., Sutton, J., Ulmer, R., Venette, S., **Veil, S. R.**, Witte, K., & Worley, D. (2012). *Crisis & emergency risk communication: 2012 edition*. Atlanta, GA: Centers for Disease Control and Prevention. Available at http://emergency.cdc.gov/cerc/pdf/CERC_2012edition.pdf
- Solis, P., Palacios, F. A., Bach, B., Mutis, S. B., Andreas, D. C., Broad, G., Burton, C., Campbell, D., Chavez Michaelson, A. B., Coles, A., Colten, C., Coronel, C., Cutter, S., Diaz, R., Eosco, G., Esquivel, M., Finley-Brook, M., Frazier, T., Haeffner, M., Heslop-Thomas, C., Howe, P., Janes, E., Kidd, N., Languna, D., Martinez, N., Metternicht, G., Montana, E., Murtinho, F., Norton, T., Nunez, J., O'Hair, D., Paras, M., Parcher, J., Ramirez, I. J., Reyes, C., Hernandez, H. R., Rowe, D., Ruiz, J., Sausen, T. M., Caballero, D. S., Sprain, L., Tambie, J., Tate, E., Tiefenbacher, J., **Veil, S. R.**, Viand, J. M., Weathers, M., Wilson, S., Wood, N., Yarnal, B., Yuan, M. (2010). *Climate change and hazards in the Americas: International interdisciplinary research directions and opportunities*. Washington D. C.: Association of American Geographers.
- Veil, S. R.**, McWaters-Khalousi, S., *Ploeger, N., *Adame, B., *Kelly, K., *Lockhart, L., *Siddons, J., & Tovstadi, K. (2009). *State Continuity Implementation Plan*. Norman, OK: Center for Risk and Crisis Management.
- O'Hair, H. D., **Veil, S. R.**, *Adame, B., *Bernard, D., *Eosco, G., Martyn-Farwell, K., *Ploeger, N., & Tovstadi, K. (2008). *Oklahoma Homeland Security Regional Council/ Response Workshop: Analytical Report, 1*. Norman, OK: Center for Risk and Crisis Management.

Book Review

- Veil, S. R.** (2010). Expanding the world of public relations. [Review of the book *The global public relations handbook: Theory, research, and practice*. K. Sriramesh & D. Vercic (Eds.)]. *Global Media Journal*, 17(10). [online] Retrieved from http://lass.calumet.purdue.edu/cca/gmj/fa10/issue_book_reviews/veil-bookrev.htm

Conference Proceedings

- Veil, S. R.**, *Anthony, K., *Staricek, N., *Young, L., Sellnow, T. L., & Cupp, P. (in press). Revisiting the best practices in risk and crisis communication: A multi-case analysis. *Proceedings of the International Public Relations Research Conference* (pp. xx-xx). Orlando, FL: University of Central Florida.
- Veil, S. R.**, *Dillingham, L. L., & Sloan, A. G. (2016). Reputational interdependence and public relations strategies in a spillover crisis. *Proceedings of the International Public Relations Research Conference* (pp. 515-530). Miami, FL: University of Miami.
- Veil, S. R.** (2009). Friend or foe: Viewing the media as a partner in crisis response. *Proceedings of the International Public Relations Research Conference* (pp. 667-674). Miami, FL: University of Miami.
- *Mitchell, K., & **Veil, S. R.** (2009). Promoting violence by reducing optimistic bias: Terror management theory and campus safety campaigns. *Proceedings of the International Public Relations Research Conference* (pp. 393-403). Miami, FL: University of Miami.
- Veil, S. R.** (2007). Message mayhem in the Magic City: Corrective action in a communication train wreck. *Proceedings of the International Public Relations Research Conference* (pp. 571-581). Miami, FL: University of Miami.

Peer Reviewed Paper Presentations

- Veil, S. R.**, *Anthony, K., *Staricek, N., *Young, L., Sellnow, T. L., & Cupp, P. (2017, March). Revisiting the best practices in risk and crisis communication: A multi-case analysis. Paper presented at the International Public Relations Research Conference. Orlando, FL. ****Top Paper**
- Veil, S. R.**, *Dillingham, L. L., & Sloan, A. G. (2016, March). Reputational interdependence and public relations strategies in a spillover crisis. Paper presented at the International Public Relations Research Conference. Miami, FL. ****Top Practical Insight**
- *Wombacher, K., *Reno, J., & **Veil, S. R.** (2015, November). Neknominate: Social norms, social media and binge drinking. Paper presented at the National Communication Association Conference, Las Vegas, NV.
- Veil, S. R.**, & Anthony, K. (2015, November). The pariah effect of toxic trailers: FEMA's legitimacy challenges in the post-Katrina formaldehyde crisis. Paper presented at the National Communication Association Conference, Las Vegas, NV. ****Top Paper**
- Ivanov, B., Burns, W., Sellnow, T. L., Petrun, E., & **Veil, S. R.** (2015, November). Contending with the "New Species of Trouble": Using an Inoculation Message Approach to Combat Terrorism. Paper presented at the National Communication Association Conference, Las Vegas, NV.
- Sutton, J., & **Veil, S. R.** (2015, October). The evolution of risk communication in a multimedia-multimodel society. Paper presented at the International Conference on Crisis Communication, Helsingborg, Sweden.
- Veil, S. R.** (2015, June). Strategic communication for a crisis-driven world. Paper presented at the International Public Relations Meeting, Barcelona, Spain.
- Savage, M., *Reno, J. E., *Jones, S. E., & **Veil, S. R.** (2014, November). Targeting the Stop. Think. Connect cybersecurity campaign to university campuses. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.**, *Reno, J., *Freihaut, R., & *Oldham, J. (2014, May). Hoaxes and hijacks: Planning for and responding to online activists. Paper presented at the International Communication Association Conference, Seattle, WA.
- *Dillingham, L. L., & **Veil, S. R.** (2013, November). *Actional legitimacy and the indirect crisis communication paradox*. Paper presented at the National Communication Association Conference, Washington, D.C.
- *Anthony, K., & **Veil, S. R.** (2013, November). *Formaldehyde and FEMA trailers: A best practices approach*. Paper presented at the National Communication Association Conference, Washington, D.C.
- Veil, S. R.**, Sellnow, T. L., Cupp, P., *Anthony, K., *Staricek, N., & *Young, L. (2013, October). *Revisiting the best practices in risk and crisis communication: A multicase analysis*. Paper presented at the International Crisis Communication Conference, Erfurt, Germany.
- Yang, A., & **Veil, S. R.** (2013, June). *Animal rights vs. nationalism: A semantic network analysis of values advocacy in corporate crisis*. Paper presented at the International Communication Association Conference, London, England.
- Burns, W. J., Ivanov, B., Sellnow, T. L., **Veil, S. R.**, Slovic, P., & Petrun, E. (2012, December). *Public response to terrorism: Risk communication as a means of preserving confidence in security measures*. Paper presented at the Society for Risk Analysis Conference, San Francisco, CA.
- *Roberts, H., & **Veil, S. R.** (2012, May). *Health literacy and crisis: Public relations in the 2010 egg recall*. Paper presented at the International Communication Association Conference, Phoenix, AZ.
- *Tannarino, N., *Cotton, A., & **Veil, S. R.** (2012, May). *Bringing home the crisis: How U.S. evening news framed the 2011 Japan nuclear crisis*. Paper presented at the International Communication Association Conference, Phoenix, AZ.
- Veil, S. R.** (2011, November). *Clearing the air: Journalists and emergency managers discuss disaster response*. Paper presented at the National Communication Association Conference, New Orleans, LA.
- Sellnow, T. L., **Veil, S. R.**, & *Wickline, M. (2011, November). *British Petroleum: An egregious violation of the ethic of first and second things*. Paper presented at the National Communication Association Conference, New Orleans, LA.

- *Petrun, E. L., Sellnow, T. L., & **Veil, S. R.** (2011, November). *Actional legitimacy as a response strategy for employee boaxes: Domino's response to its YouTube crisis*. Paper presented at the National Communication Association Conference, New Orleans, LA.
- Palenchar, M. J., & **Veil, S. R.** (2011, October). *The complex interweaving of social media into crisis planning and response*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Sellnow, T. L., **Veil, S. R.**, Seeger, M. W., Sellnow, D. D., & Lane, D. R. (2011, October). *Instructing self-organization: Message tailoring in the chaos of food safety recalls*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Seeger, M. W., *Pechta, L. E., Sellnow, T. L., & **Veil, S. R.** (2011, October). *Pre-event communication complexity: Modeling the dynamics*. Paper presented at the International Conference on Crisis Communication, Aarhus, Denmark.
- Veil, S. R.**, *Chen, C., *Wang, Q., *Petrun, E. L., & *Roberts, H. A. (2011, May). *Online vs. traditional media in publishing pranks: The case of the unicorn meat*. Paper presented at the International Communication Association Conference, Boston, MA.
- Frisby, B. N., Sellnow, D. D., Sellnow, T. L., Lane, D. R., & **Veil, S. R.** (2011, May). *Instructional messages in times of crisis: Targeting learning preferences and self-efficacy*. Paper presented at the International Communication Association Conference, Boston, MA.
- Veil, S. R.**, Frisby, B. N., Lane, D. R., Sellnow, T. L., & Sellnow, D. D. (2011, April). *Designing effective media messages for crisis, risk, and health communication*. Paper presented at the DC Health Communication Conference, Fairfax, VA.
- *Wickline, M., *Roberts, H., Sellnow, T. L., & **Veil, S. R.** (2011, April). *Significant choice and health literacy in a food safety health crisis*. Paper presented at the DC Health Communication Conference, Fairfax, VA.
- Kent, M. L., Taylor, M., & **Veil, S. R.** (2011, April). *Issues management makeover: A facelift for an aging theory*. Paper presented at the International Academy of Business Disciplines Conference. New Orleans, LA.
- **Top Paper**
- Veil, S. R.**, Sellnow, T. L., & *Heald, M. (2010, November). *Memorializing crisis: The Oklahoma National Memorial as renewal discourse*. Paper presented at the National Communication Association Conference, San Francisco, CA. ****Top Paper**
- Palenchar, M. J., *Freberg, K., & **Veil, S. R.** (2010, November). *Social media bookmarking services: Managing and sharing information from a centralized source*. Paper presented at the National Communication Association Conference, San Francisco, CA. ****Top Paper**
- Veil, S. R.**, *Buehner, T., & Palenchar, M. (2010, November). *Increasing dialogue in disasters: Incorporating social media in risk and crisis communication*. Paper presented at the National Communication Association Conference, San Francisco, CA.
- Veil, S. R.**, & *Husted, R., (2010, November). *A best practices assessment of NGO crisis communication: American Red Cross and Hurricane Katrina*. Paper presented at the National Communication Association Conference, San Francisco, CA.
- *Choate, C., & **Veil, S. R.** (2010, November). *The deadly risk of a healthy glow: Tanning salon employees' understanding of cancer risk*. Work in progress paper presented at the National Communication Association Conference, San Francisco, CA.
- *Freberg, K., Palenchar, M. J., & **Veil, S. R.** (2010, September). *Social bookmarking sites and crisis communication: A descriptive analysis of bookmarks on food safety shared online during 2009 H1N1*. Poster presented at the DHS-NCFPD Annual Meeting, Chaska, MN.
- *Eosco, G., **Veil, S. R.**, & Kloesel, K. (2010, August). *Employing strategic ambiguity in a multimedia message: The case of Hurricane Charley*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Denver, CO.
- *Yang, A., & **Veil, S. R.** (2010, June). *Issues management and media transparency: Sanlu Group's media manipulation in China*. Paper presented at the International Communication Association Conference, Singapore.
- Veil, S. R.**, & *Mitchell, K. (2010, June). *Terror management theory: Promoting tolerance in campus safety campaigns*. Paper presented at the International Communication Association Conference, Singapore.

- *Butterworth, R. E., Kloesel, K. A., & **Veil, S. R.** (2010, January). *The role of broadcaster prior experience, new media and viewer understanding in television severe weather coverage*. Paper presented at the American Meteorological Society Conference, Atlanta, GA.
- Veil, S. R.**, & *Ojeda, F. (2009, November). *Establishing media partnerships in crisis*. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.**, Littlefield, R. S., & Rowan, K. E. (2009, November). *Dissemination as success: Local emergency management communication practices*. Paper at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, November). *Identifying adoption barriers in organizational rhetoric: A response to the strategic plan for the National Animal Identification System*. Paper presented at the National Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, May). *Adoption barriers in a high-risk agricultural environment*. Paper presented at the International Communication Association Conference, Chicago, IL.
- Veil, S. R.** (2009, March). *Friend or foe: Viewing the media as a partner in crisis response*. Paper presented at the International Public Relations Research Conference, Miami, FL.
- *Mitchell, K., & **Veil, S. R.** (2009, March). *Promoting violence by reducing optimistic bias: Terror management theory and campus safety campaigns*. Paper presented at the International Public Relations Research Conference, Miami, FL.
- Veil, S. R.**, Reynolds, B., Sellnow, T. L., & Seeger, M. W. (2008, November). *CERC as a theoretical framework for research and practice*. Paper presented at the National Communication Association Conference, San Diego, CA.
- Veil, S. R.**, & Kent, M. L. (2008, November). *Has issues management failed to live up to its ethical roots? Values advocacy and Tylenol's responsible dosing advertising*. Paper presented at the National Communication Association Conference, San Diego, CA.
- Veil, S. R.**, Sellnow, T. L., *Vidoloff, K., & Venette, S. (2008, November). *Using the best Practices in risk communication as an evaluation tool*. Poster presented at the NCA-F/START Conference on Emergency Pre-Event Communication, San Diego, CA.
- Veil, S. R.** (2008, May). *A mindful approach to organizational learning theory*. Paper presented at the International Communication Association Conference, Montreal, Canada.
- *Rodgers, J., & **Veil, S. R.** (2008, May). *Reaching at risk populations: The inconsistency of communication channels among Native American tribes in Oklahoma*. Paper presented at the International Communication Association Conference, Montreal, Canada.
- Veil, S. R.** (2007, October). *Stop. Think. Corporate responsibility? Tylenol's responsibility dosage advertising*. Paper presented at the Southwest Education Council for Journalism & Mass Communication Symposium, Norman, OK.
- Veil, S. R.** (2007, May). *Mayhem in the Magic City: Rebuilding legitimacy in a communication train wreck*. Paper presented at the International Communication Association Conference, San Francisco, CA.
- Veil, S. R.** (2007, March). *Message mayhem in the Magic City: Corrective action and organizational learning in a communication train wreck*. Paper presented at the International Public Relations Research Conference, Miami, FL.
- Veil, S. R.** (2006, November). *Anthrax in agriculture: Organizational learning in a high-risk environment*. Paper presented during the Crisis Communication Pre-conference at the National Communication Association Conference, San Antonio, TX.
- Veil, S. R.**, McIntyre, J. J., Venette, S. J., Beebe, B. L., & Sellnow, T. L. (2005, November). *Message mayhem: Vicarious learning through a surrogate of a chemical terrorist attack*. Paper presented at the National Communication Association Conference, Boston, MA.
- Veil, S. R.**, & Vidoloff, K. (2005, November). *Best practices in risk and crisis communication*. Poster presented at the DHS-NCFPD Annual Meeting, Atlanta, GA.
- Sellnow, T. L., Venette, S. J., Boone, K., & **Veil, S. R.** (2005, June). *When the sky falls: Communicating in a biosecurity crisis*. Poster presented at the Association for Communication Excellence in Agriculture International Conference, San Antonio, TX.

- Veil, S. R.** (2005, April). *Waiting to inhale: Image restoration strategies and media coverage of past drug use questions*. Paper presented at the Central States Communication Association Convention, Kansas City, MO.
- Veil, S. R.** (2003, April). *College graduates and their level of preparedness for the world of IMC*. Paper presented at the Red River Communication Conference, Fargo, ND.
- Veil, S. R.** (2000, September). *What is the public perception of the International Brotherhood of Teamsters?* Paper presented at the North Dakota Speech and Theater Association Conference, Bismarck, ND.

Peer Reviewed Panel Presentations

- Sutton, J., Stephens, K., Fisher Liu, B., Ford, J. L., & **Veil, S. R.** (2016, November). Communicating episodic risk: Theoretical and methodological advances in the study of imminent threat warnings. Panel presented at the National Communication Association Conference, Philadelphia, PA.
- Veil, S. R.**, Woods, C. L., & Crace, R. D. (2016, November). Memorializing crisis: Embracing civic engagement to foster community renewal. Panel presented at the National Communication Association Conference, Philadelphia, PA.
- Hoover, A., Cupp, P., **Veil, S. R.**, Sellnow, T. L., Anyaegbunam, C., & Madinger, C. (2014, March). *Developing post-incident risk communication guidelines for intentional water contamination events*. Panel presented at the Kentucky Water Resources Annual Symposium, Lexington, KY.
- Bach, B., & **Veil, S. R.** (2013, November). *What we know about communicating climate*. Panel presented at the Setting the Research Agenda for Communicating Climate Science Preconference of the National Communication Association Conference, Washington, D. C.
- Littlefield, R. L., **Veil, S. R.**, Reiersen, J. L., & Janssen, C. (2013, November). *Meanings of remembering and memorializing crises: Understanding the Pentagon Memorial in Washington, D. C.* Panel presented at the National Communication Association Conference, Washington, D. C.
- Cupp, P., **Veil, S. R.**, Sellnow, T. L., Young, L., Anyaegbunam, C., & Madinger, C. (2013, March). *Developing post-incident risk communication guidelines for water contamination events*. Panel presented at the Kentucky Water Resources Annual Symposium, Lexington, KY.
- Carey, C., Spratt, S., **Veil, S. R.**, & Venette, S. (2012, November). *Weather and communication: Bridging the gap between theory and practice*. Panel presented at the National Communication Association Conference, Orlando, FL.
- Sellnow, T., **Veil, S. R.**, *Anthony, K. (2012, November). *Organizational communication and the study of organizational reputation: A platform for future theory and research*. Panel presented at the National Communication Association Conference, Orlando, FL.
- Sellnow, T. L., **Veil, S. R.**, *Wickline, M., & *Roberts, H. (2011, December). *The instructional dynamic in risk messages: A comparative analysis of messages intended to enhance perceptions of self-protection*. Panel presented at the Society for Risk Analysis Conference, Charleston, SC.
- Heath, R., Seeger, M., Palenchar, M., Sellnow, T., **Veil, S.**, & Venette, S. (2011, November). *Best practices for partnering to build community risk and crisis resilience*. Panel presented at the National Communication Association preconference on Communicating Coastal Risks, New Orleans, LA.
- Avery, B., **Veil, S.**, Fisher Liu, B., Ohs, J., Smith, M., Xiaoli, N. (2011, August). *Let's talk about vaccines: Expert thoughts on reframing the debate*. Panel presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.
- Sellnow, D. D., **Veil, S. R.**, & Venette, S. (2011, May). *The utility of instructional communication to mitigate harm during crises events*. Panel presented at the International Communication Association Conference, Boston, MA.
- Veil, S. R.**, & Sellnow, T. L. (2010, November). *The OKC National Memorial Museum: Lessons learned from terrorism*. Panel presented at the National Communication Association Conference Preconference on Communicating Science, San Francisco, CA.
- Palenchar, M. J., & **Veil, S. R.** (2009, November). *How to overcome the constraints and take advantage of the opportunities of the power of social media in risk and crisis communication*. Panel presented at the Social Media for Crisis Communications in Government Conference, Washington, D.C.

- Veil, S. R.**, Littlefield, R. S., Kisselburgh, L. G., *Beauchamp, K., & *Vidoloff, K. G. (2008, November). *Dissemination as success? Local EM management practices*. Panel presented at the National Communication Association Conference, San Diego, CA.
- Venette, S. J., Sellnow, T. L., & **Veil, S. R.** (2008, November). *Crisis simulation as experiential learning*. Panel presented at the National Communication Association, San Diego, CA.
- Rowan, K. E., Kisselburgh, L., Ruvarac, A., **Veil, S. R.**, Littlefield, R., Sellnow, T. L., Venette, S. J., Hyder, S., Toles-Patkin, T., & Troester, R. L. (2007, November). *Who is responsible for local emergency preparedness?* Panel presented at the National Communication Association Pre-Conference on Public Relations Education, Chicago, IL.
- Veil, S. R.**, Littlefield, R., Sellnow, T. L., Venette, S. J., & *Vidoloff, K. G. (2007, November). *Conducting crisis simulations in public relations classes*. Panel presented at the National Communication Association Pre-Conference on Public Relations Education, Chicago, IL.
- Cho, H., **Veil, S. R.**, Venette, S. J., Rowan, K. E., Botan, C. H., Sellnow, T. L., Littlefield, R., Samoilenko, S., Penchalapadu, P., & Farnsworth, K. (2007, May). *Health, risk, and crisis communication education*. Panel presented at the International Communication Association Conference, San Francisco, CA.
- Veil, S. R.**, Siriko, T., & Venette, S. J. (2006, November). *Emergency kits for everyone: Perceptions of campaign effectiveness*. Panel presented at the National Communication Association Pre-Conference on Crisis Communication, San Antonio, TX.
- Veil, S. R.** (2006, April). *A motive of mindfulness: Learning through the rhetoric of risk – Burkean approaches to organizational rhetoric*. Panel presented at the Central States Communication Association Conference, Indianapolis, IN.
- Sellnow, T. L., Hasbargen, K., Venette, S. J., & **Veil, S. R.** (2004, November). *Organizational learning theory and crisis communication practice*. Panel presented at the National Communication Association Conference, Chicago, IL.

Invited Presentations

- Veil, S. R.**, *Dillingham, L. L., & Sloan, A. G. (2016, October). Reputational interdependence and public relations strategies in a spillover crisis. Paper presented at Public Relations Society of America International Conference. Indianapolis, IN.
- Veil, S. R.** (2015, December). *Communication in public health crises*. Presented at the International Health Communication Academic Forum. Guangzhou, China.
- Veil, S. R.** (2015, October). *Emergency preparedness for a zombie apocalypse*. Presented at the University of Kentucky Underground Perspectives Meeting. Lexington, KY.
- Veil, S. R.** (2015, September). *Hazard and risk communications*. Presented at the Best Practices for Emergency Response Planning Workshop. Frankfort, KY.
- Veil, S. R.**, & Anyaegbunam, C., (2014, November). *Developing post-incident risk communication guideline*. Presented at the University of Kentucky College of Communication and Information Research Symposium, Lexington, KY.
- Veil, S. R.** (2014, October). *Emergency preparedness for a zombie apocalypse*. Presented at the Lexington Public Library. Lexington, KY.
- Veil, S. R.** (2014, September). *Risk communication*. Presented at the Local Emergency Planning Blueprint for Success Workshop. Lexington, KY.
- Veil, S. R.** (2014, June). *Beyond the ideals of mindful learning: Generating actionable strategies for crisis management from organizational knowledge*. Presented at the Organization After Crisis Workshop. Mons, Belgium.
- Veil, S. R.** (2014, June). *Emergency preparedness for a zombie apocalypse*. Presented at the Frankfort Public Library. Frankfort, KY.
- Veil, S. R.** (2014, April). *A community's readiness for crisis*. Keynote presented at the Indiana University Northwestern's Communication Week. Gary, IN.
- Sellnow, T. L., & **Veil, S. R.** (2013, October). *Preparing for international and cross-cultural crises: The role of intercultural competence*. Presented at the International Crisis Communication Conference. Erfurt, Germany.
- Veil, S. R.** (2013, September). *Risk communication*. Presented at the Local Emergency Preparedness Hazardous Materials Training Workshop. Lexington, KY.

- Veil, S. R.** (2013, April). *Integrating social media in risk and crisis communication*. Presented at the University of North Dakota Communication Program Colloquium. Grand Forks, ND.
- Savage, M. & **Veil, S. R.** (2013, April). *Cybersecurity on college campuses*. Presented at the Social Media Week Conference, Lexington, KY.
- Veil, S. R.** (2013, March). Mindful learning in crisis management. Webinar presented for the Reputation Institute's Reputation Management Training.
- Veil, S. R.,** & Young, L. E. (2012, December). *Internal organizational communication*. Presented to the Lexington Fire Department. Lexington, KY
- Cupp, P., **Veil, S. R.,** & Hoover, A. (2012, September). *A risk/crisis communication assessment of environmental contamination cases*. Presented to the Environmental Protection Agency Region 4. Cincinnati, OH.
- Sellnow, T. L., & **Veil, S. R.** (2012, June). *Instructional strategies for tailoring risk communication messaging*. Webinar presented to the Department of Homeland Security National Center for Risk and Economic Analysis of Terrorism Events.
- Slovic, P., Burns, W., Sellnow, T. L., & **Veil, S. R.** (2012, May). *The psychology of risk: Implications from managing the impact of disasters*. Presented at the Department of Homeland Security Office of University Programs Brown Bag Series, Washington, D.C.
- Palenchar, M. J., & **Veil, S. R.** (2012, May). *The complex interweaving of social media into crisis planning and response*. Webinar presented to the Department of Homeland Security National Center for Food Protection and Defense.
- Veil, S. R.** (2012, April). *New media in risk communication*. Presented at the Social Media Week Conference, Lexington, KY.
- Veil, S. R.** (2012, March). *Best practices in crisis communication*. Presented at the Lexington-Fayette Emergency Planning Committee Meeting, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, December). *Communicating messages of self-protection during the 2010 egg recall: Strategies for collaborating with the media*. Webinar presented to the Homeland Security National Center for Food Protection and Defense.
- Veil, S. R.** & Sellnow, T. L. (2011, November). *Best practices for risk communication*. Presented at the Superfund Research Program Annual Meeting, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, July). *Risk and crisis communication research*. Presented at the Kentucky Department for Public Health, Frankfort, KY.
- Sellnow, T. L., & **Veil, S. R.** (2011, June). *Media tracking and message testing in risk and crisis communication*. Presented at the Oak Ridge Associated Universities, Oak Ridge, TN.
- Palenchar, M. J., & **Veil, S. R.** (2011, April). *Opportunities and constraints of using social media in risk and crisis communication*. Webinar presented to the Department of Homeland Security National Center for Food Protection and Defense.
- Veil, S. R.** (2010, October). *Benefits of National Communication Association membership*. Presented at the National Collegiate Press Association Conference. Louisville, KY.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *Risk communication strategies for food defense*. Presented at the International Dairy Show, Dallas, TX.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *Cannons of crisis communication*. Presented at University of Kentucky College of Communications and Information Studies Research Seminar, Lexington, KY.
- Sellnow, T. L., & **Veil, S. R.** (2010, September). *The best practices in risk communication*. Presented at the Department for Environmental Protection Research Translation Seminar Series, Frankfort, KY.
- Veil, S. R.** (2010, June). *Risk communication and community-based research*. Presented at the Institute for the Integration of Research on Climate Change and Hazards in the Americans. Panama City, Panama.
- Veil, S. R.,** & Venette S. J. (2009, November). *Risk communication training*. Panel presented at the Extension Disaster Education Network (EDEN) Conference, Lexington, KY.
- Veil, S. R.,** O'Hair, H. D., & Pritchard, R. (2009, June). *Best practices in crisis communication*. Panel presented at the Oklahoma City Chapter of the Public Relations Society of America Annual Conference, Oklahoma City, OK.

- Tsetsura, K., Apanasov, B., Sullivan, J., & **Veil, S. R.** (2008, November). *The battle of Chernobyl*. Panel presented at the Chernobyl Documentary Screening and Discussion in conjunction with the Russian Art Exhibition, Norman, OK.
- Aebersold, D., Hathaway, N., Miller, G., Stroud, C., **Veil, S. R.**, Wayne, W., & Woollen, L. (2008, April). *Communicating crises on campus*. Panel presented at the University of Oklahoma Communication Graduate Students Association Spring Panel, Norman, OK.
- Veil, S. R.** (2006, December). *USDA biosecurity, disease surveillance and food safety grant*. Presentation at the ND Lamb and Wool Producer's Annual Meeting, Mandan, ND.
- Sellnow, T. L., Venette, S. J., & **Veil, S. R.** (2006, July). *Ready, set, plan*. Panel presented at the Crisis Response Project, Kansas City, MO.
- Sellnow, T. L., Venette, S. J., & **Veil, S. R.** (2005, October). *Best practices in risk and crisis communication*. Panel presented at the National Extension Disaster Education Network (EDEN) Conference, Fargo, ND.
- Sellnow, T. L., Ulmer, R., Venette, S. J., & **Veil, S. R.** (2004, October). *Essential communication strategies for effectively responding to the chaos of terrorism*. Panel presented at the City of Fargo Emergency Responders Meeting, Fargo, ND.

Grants and Contracts

Academic Programs

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

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

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

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

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

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

Competitive College Investment Fund (Associate Director, Center for Risk and Crisis Management): Funded by the University of Oklahoma Office of the Vice President for Research to support the creation and enhancement of research organizations at the college and departmental levels. 2008 – 2009. \$50,000.

Funded Research

Assessing the Sailor-For-A-Day Campaign: (Principal Investigator). Pro bono service project to assess the media relations campaign of the Naval Air Force Atlantic. April 2017 – July 2017. Shari Veil, UK Dept. of Communication, PI

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

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

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

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

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

Advancing the Robust Case Study II, Year 2 (Co-Principal Investigator): Funded by the National Center for Food Protection and Defense to track traditional and social media coverage of food contamination outbreaks and test the veracity of messages used through experimental design. September 2011 – August 2012. \$144,730. Tim Sellnow, UK Dept. of Communication, PI

Internal Communication Audit of the Lexington Fire Department: (Principal Investigator). Pro bono service project to assess the communication needs and challenges in the Lexington Fire Department. May 2012 – December 2012. Shari Veil, UK Dept. of Communication, PI

Instructional Strategies for Tailoring Risk Communication Messaging, Year 1 (Co-Principal Investigator): Funded by the National Center for Risk and Economic Analysis of Terrorism Events to develop communication strategies to reduce fear and increase the likelihood of consumers taking appropriate actions to mitigate a terrorism event. September 2011 – August 2012. \$34,175. Tim Sellnow, UK Dept. of Communication, PI

Advancing the Robust Case Study II, Year 1 (Co-Principal Investigator): Funded by the National Center for Food Protection and Defense to track media coverage and message convergence in food contamination outbreaks. September 2010 – August 2011. \$147,425. Tim Sellnow, UK Dept. of Communication, PI

Social Media Constraints and Opportunities (Co-Principal Investigator): Funded by the National Center for Food Protection and Defense to generate feedback regarding the degree to which messages are reported accurately in social media. October, 2009 – April, 2011. \$31,151. Michael Palenchar, University of Tennessee Dept. of Strategic Communication, PI

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

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

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

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

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

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

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

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

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

Teaching and Advising

Teaching Evaluations (5-year average)

Teaching Effectiveness: 3.9/4.0

College Average: 3.6/4.0

Overall Course: 3.8/4.0

College Average: 3.5/4.0

Courses Taught

Undergraduate

COM 535	Risk & Crisis Communication	30 students
JMC 5413	Crisis Communication	30 students
COM 525	Organizational Communication	25 students
COM 472	Public Relations Campaigns	30 students
COM 449	Social Processes/Effects of Mass Com	25 students
JMC 4343	Advertising Campaigns	30 students
COM 399	Communication Research Internship	5 students
JMC 3980	Honors Research	5 students
COM 395	Independent Study	5 students
COM 375	Principles of Public Relations	40 students
COM 351	Communication Theory	35 students
JMC 3413	Introduction to Public Relations	120 students
JMC 3363	Advertising Media	50 students
COM 316	Emergency and Disaster Communication	50 students
COM 110	Public Speaking Fundamentals	20 students
UK 101	Academic Orientation	25 students

Graduate

CJT 790	Research Problems in Communication	5 students
CJT 722	Seminar in Crisis Communication	15 students
CJT 721	Seminar in Risk Communication	15 students
CJT 696	Internship in Communication	5 students
JMC 6173	Case Study Research Methods	10 students
JMC 6113	Qualitative Research Methods	10 students

International

- Jilin University Partner Program: Changchun, Jilin, China
Special Topics Crisis Communication 25 Chinese graduate students
- Cooperative Center for Study Abroad: Dublin, Cork, Limerick, and Galway, Ireland
COM 390/535 Risk & Crisis Communication 12 UK undergraduate students

Advising Evaluations (25 undergraduate advisees)

Advising Effectiveness Average: 4.9/5.0

Department Average: 4.7/5.0

Graduate Student Advising

Doctoral Committees Chaired

- Chelsea Woods (projected, 2017). Communication, University of Kentucky
- Laura Young (2014). Communication, University of Kentucky

Doctoral Committees Served

- Alfred Cotton (2016). Communication, University of Kentucky
- Jonathan Chilcote (2016). History, University of Kentucky
- Anup Phayal (2016). Political Science, University of Kentucky
- Brian Grabbatin (2015). Geography, University of Kentucky

- Molly Reynolds (2013). Communication, University of Kentucky
- Alyssa Millner (2011). Communication, University of Kentucky
- Somer Erickson (2010). Interdisciplinary Studies, University of Oklahoma
- Alicia Mason (2010). Communication, University of Oklahoma
- Gabriel Adkins (2009). Communication, University of Oklahoma
- Robert Crawford (2009). Administrative Leadership, University of Oklahoma
- Tara Mott (2009). Administrative Leadership, University of Oklahoma

Master's Committees Chaired

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

Master's Committees Served

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

Curriculum Development

Graduate Certificate in Risk Sciences (University of Kentucky): Developed the program proposal, coordinated the creation of all courses (Risk Communication, Crisis Communication, Knowledge Management, and Training and Consulting), presented and defended the proposal at Graduate Council and University Senate.

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

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

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

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

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

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

Courses Developed

- CJT 722: Graduate Seminar in Crisis Communication
- CJT 721: Graduate Seminar in Risk Communication
- JMC 5413: Risk & Crisis Communication
- COM 390: Communication Study Abroad
- COM 326: Communication Strategies for Professional Excellence
- COM 316: Emergency and Disaster Communication: Humanity in a Zombie Apocalypse

Workshops/Pre-conferences Facilitated

- **Exercise Swift Resolve** (Spring, 2016): Half-day Public Safety/Department of Emergency Management active shooter exercise - facilitated the Fayette County PIO team.
- **Crisis Communication for University Campus Communicators** (Spring, 2016): Hour-long workshop on crisis communication strategies for University of Kentucky Communications Staff.
- **Crisis Communication for Government PIOs** (Fall, 2015): Three-hour workshop on crisis communication strategies for Fayette County Government public information officers.
- **Best Practices for Emergency Response Planning** (Fall, 2015): Full-day workshop on risk and hazard communication, business continuity, cybersecurity, planning and partnerships, and chemical facility safety and security for Fayette and Jefferson Counties.
- **Social media and disasters** (Summer, 2015). Three-hour workshop on risk communication for the Woodford County Community Emergency Response Team.
- **Creating a Blueprint for Success** (Fall, 2014): Full-day workshop on risk communication, business continuity, planning, spill response, facility assessment, and chemical facility safety and security for Lexington Emergency Planning.
- **Internal and External Risk Communication** (Summer, 2014): Full-day senior management course for the Kentucky State Fire School & Office of Homeland Security Conference.
- **Setting the Research Agenda for Communicating Climate Science** (Nov., 2013): Full-day pre-conference during the National Communication Association Annual Meeting.

- **Hazardous Materials Emergency Preparedness Training** (Fall, 2013): Full-day workshop on risk communication, assessment, mitigation, and response for Lexington Emergency Planning.
- **Risk Communication** (Summer, 2013): Four-hour senior management course for the Kentucky State Fire School & Office of Homeland Security Conference.
- **Active Shooter Exercise** (Spring, 2012): Full-day workshop on response procedures for Lexington Catholic High School.
- **Risk and Crisis Communication** (Nov., 2009): Full-day pre-conference during the National Communication Association Annual Meeting.
- **Captains Training Course, Fort Sill** (4 sessions in 2009): Full-day workshops designed to reduce anxiety and improve interviewing skills for military captains.
- **Leadership Academy in Risk and Crisis Management** (Fall, 2008): Full-day workshop on building leadership capacity in times of risk and crisis.
- **Women Returning to Work in Strategic Communication** (Spring, 2008): Full-day workshop focused on how to re-enter the workforce after a hiatus.
- **Public Relations Education** (Nov., 2007): Full-day pre-conference during the National Communication Association Annual Meeting.
- **Crisis Response Project: Ready, Set, Plan** (Summer, 2006): Two-day workshop for university and extension administrators and communicators on risk and crisis planning.

Professional Development

- Women in Executive Leadership Development. (2016-2017). University of Kentucky.
- Curriculog. (Summer, 2016). University of Kentucky.
- Unconscious Bias Learning Lab. (Summer, 2016). Lexington, KY.
- myGPS. (Graduate Planning Tool). (Fall, 2015). University of Kentucky.
- Tableau Data Analytics. (Summer, 2015). University of Kentucky.
- Chair's Academy. (Spring, 2015). University of Kentucky.
- eLearning Innovation. (2014-2015). University of Kentucky.
- EOC Training for CSEPP Full Scale Exercise. (Fall, 2014). Lexington, KY.
- SAP, Student Lifecycle Management, Event Planning. (Summer, 2014). University of Kentucky.
- FBI InfraGard Corporate Security Symposium (Spring, 2014). Lexington, KY.
- American Red Cross Shelter Agreement Training. (Spring, 2013). Lexington, KY.
- UK Emergency Planning Coordinator Training. (Fall, 2012). Lexington, KY.
- Community Emergency Response Team Training. (Fall, 2011). Lexington, KY
- PIO Team and Joint Information System/Center Workshop. (Summer, 2011). Lexington, KY.
- FEMA-EMI Senior Officials All-Hazards Workshop. (Fall, 2010). Lexington, KY.
- FEMA-EMI Continuity of Operations Series: COOP Awareness, Intro to COOP, Effective Communication, COOP Planners Train-the-Trainer Workshop, Intro to Incident Command System. (Summer, 2009). Oklahoma City, OK.
- FEMA-EMI Higher Education Conference. (Summer, 2008). Emmitsburg, MD.

Professional Non-Academic Experience

Park Co. Realtors, Fargo, ND

May 2001 – May 2006, Director, Marketing Services

- Managed all marketing, public relations and advertising for the real estate offices in Fargo and Detroit Lakes and Park Co. Mortgage Services.
- Oversaw a staff of two marketing coordinators, four administrators, and two interns creating the strategic communication of 100+ agents, lenders, and staff.
- Developed and implemented the strategic plan, managed the marketing budget, negotiated the agency relationship, wrote and disseminated press releases, coordinated community events, designed and placed advertising, and developed the interconnecting websites.

Medcenter One Health Systems, Bismarck, ND

October 2000 – May 2001, Marketing Coordinator

- Wrote articles and managed the art direction as the editor of *Inside Medcenter One*, quarterly external magazine, and *Good For You!* monthly wellness publication.
- Coordinated communication efforts for The Foundation, College of Nursing, Rehabilitation Care, Cancer Care, and Primary Care areas.

Bismarck Bobcats Junior A Hockey Team, Bismarck, ND

July 2000 – October 2000, Director of Marketing and Sales

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

North Dakota Pharmaceutical Association, Bismarck, ND

May 2000 – July 2000, Public Relations Intern

- Created and implemented a communication plan to promote National Pharmacy Week.

Kirkwood Bank & Trust Co., Bismarck, ND

March 1998 – July 2000, Mortgage Loan Processor

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

University of Mary, Bismarck, ND

August 1997 – December 1998, Public Affairs Workstudy

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

Friends of Byron Dorgan for U.S. Senate, Bismarck, ND

August 1997 – May 1998, Volunteer Campaign Staff

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

Service and Engagement

Academy & Professional Service

Grant Review Panels

2016 - 2017	Department of Homeland Security Quantitative Analysis
2015 - 2016	Research Council KU Leuven, University of Leuven, Belgium
2015	Secretariat of Research Grants Council, Hong Kong
2012	NOAA Social Science Research
2009 - 2013	Risk, Decision Science, National Science Foundation

Academic Association Leadership

- 2015 - 2016 Nominating Committee, National Communication Association (NCA)
- 2014 - 2016 Legislative Assembly, NCA
- 2014 - 2015 Chair, PRIDE Committee, Public Relations Division, NCA
- 2013 - 2014 Chair, Public Relations Division, NCA
- 2012 - 2013 Vice-Chair and Program Planner, Public Relations Division, NCA
- 2011 - 2012 Vice-Chair Elect, Public Relations Division, NCA
- 2010 - 2011 PRIDE Committee, Public Relations Division, NCA

Expert Working Groups

- 2014 - 2015 Medical Countermeasure Emergency Communication Strategies, Food & Drug Administration
- 2011 - 2012 Global Health Narratives, Centers for Disease Control and Prevention

Editorial Review Boards

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

Ad Hoc Reviewer

- 2016 *Asian Journal of Communication*
- 2016 *Journalism*
- 2016 *Journal of Medical Internet Research*
- 2016 - 2017 *International Journal of Disaster Risk Reduction*
- 2015 - 2016 *Communication Monographs*
- 2015 *Disaster Prevention and Management*
- 2015 *Journal of Organizational Computing and Electronic Commerce*
- 2015 - 2017 *Business & Society*
- 2015 *Computer Communications*
- 2014 - 2017 *Health Communication*
- 2014 *Journal of Behavioral Medicine*
- 2014 *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*
- 2013 - 2016 *Journal of Contingencies and Crisis Management*
- 2013 - 2014 *Atlantic Journal of Communication*
- 2012 - 2015 *Journal of Public Relations Research*
- 2012 - 2013 *European Management Journal*
- 2012 *Communication Studies*
- 2011 - 2015 *Risk Analysis*
- 2011 - 2014 *Management Communication Quarterly*
- 2011 - 2017 *Public Relations Review*
- 2011 - 2015 *Communication Yearbook*
- 2011 - 2016 *Journal of Communication*
- 2011 *Cases in Public Health Communication and Marketing*
- 2009 - 2017 *Journal of Applied Communications Research*
- 2009 *Journal of Business Communication*
- 2009 *PRism*
- 2008 - 2016 *Communication Theory*
- 2008 *Health Promotion Practice*
- 2008 *Journal of Advertising*

Text Book Reviewer

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

Other Academic Association Service

2014	Moderator, UK Risk Sciences Disaster Communication Conference Panel
2014	Respondent, Public Relations Division Top Paper Panel, NCA
2014	Moderator, Emergency Preparedness Panel, Keeneland Conference
2014	Chair, Social Media Panel, Kentucky Conference on Health Communication
2013	Chair, International Crisis Communication Conference Panel
2011-13,-16	Chair, Public Relations Division Panel, NCA
2009	Respondent, Public Relations Division Panel, NCA
2008,-11,-14,-17	Chair, Public Relations Division Panel, Int'l Comm Association (ICA)
2008	Judge, Crystal Awards, Int'l Association of Business Communicators
2007	Judge, Zenith Awards, Public Relations Student Society of America
2007 - 2017	Paper Reviewer, Public Relations Division, NCA
2007 - 2016	Paper Reviewer, Public Relations Division, ICA
2005	Chair, Top Panel in Public Relations, Central States Comm Association
2005	Chair, Public Relations Panel, Red River Communication Conference

University Service

2017	Periodic Review Committee, College of Education Curriculum and Instructions
2016 - 2017	Search Committee, Director of Career and Academic Support
2016 - 2017	Advisory Board, UK Academic Orientation (UK 101)
2016	Interview Committee, Director of Academic Excellence Strategic Communications
2016	Working Committee, Year-long registration
2015 - 2017	UK Undergraduate Leadership Council
2015 - 2017	Chair, UK Student Success Subcommittee on Communication
2015 - 2017	UK Student Success Committee
2014 - 2017	UK Academic Associate Deans Council
2014 - 2017	UK Common Reading Experience Curriculum Committee
2014 - 2016	UK Common Reading Experience Selection Committee
2014 - 2016	Advisory Board, UK Interprofessional Health Education
2014 - 2016	Faculty Marshal, UK Graduation Ceremony
2014 - 2015	Faculty Marshal, UK Graduate School Graduation Ceremony
2014	UK <i>Ad Hoc</i> Committee on Tenure Probationary Periods
2013 - 2015	UK Graduate Council Committee on Fellowships
2013 - 2014	UK Common Reading Experience Implementation Committee
2013 - 2014	UK World Language Campus Requirement Committee
2013 - 2014	UK Strategic Planning Committee on Graduate Education
2012 - 2014	UK Emergency Planning Coordinator
2011	External Evaluator, UK Crisis Communication Exercise
2010 - 2011	Reviewer, UK Crisis Communication Plan
2009 - 2010	Board of Directors, OU Center for Applied Social Research
2009	Panelist, External Review of OU Research Enterprise
2008 & 2009	Faculty Marshal, OU Spring Convocation Ceremony
2008 - 2009	Senator, OU Faculty Senate
2007 - 2010	Steering Committee, OU Center for Risk & Crisis Management

College Service

2016	UK CI Connect LLP Peer Mentor Selection Committee
2015 - 2017	UK College of Com & Info Scholarship Committee
2015	Chair, UK College of Com & Info Task Force on Teaching
2014 - 2017	Chair, UK College of Com & Info Retention Committee
2014 - 2016	UK College of Com & Info Graduate Admissions Committee
2012 - 2014	Business Continuity Plan Coordinator, UK College of Com. & Info.

2011 - 2012 UK College of Com & Info Graduate Curriculum Committee
 2010 - 2014 Advisor, UK College of Com. & Info. Research Fellows
 2009 Interviewer, OU Gaylord College Strategic Communication Agency
 2008 - 2010 OU Gaylord College Faculty Development Committee
 2008 - 2009 Chair, OU Gaylord College Faculty Development Committee
 2008 - 2009 OU Gaylord College Library Committee
 2008 OU Gaylord College Study Abroad Scholarship Committee
 2008 Faculty Marshal, OU Gaylord College Convocation
 2007 Presenter, OU Gaylord College Faculty Orientation
 2006 - 2008 Co-faculty Advisor, OU Gaylord College Ad Club
 2006 - 2007 OU Gaylord College Policies and Procedures Committee
 2006 - 2009 OU Gaylord College PR Faculty Search Committee (3 searches)

Department Service

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

Community Engagement

2015 - 2017 PTA, Southern Middle School, Lexington, KY
 2014 Emergency Operations Center, CSEPP Exercise, Lexington, KY
 2011 - 2017 Community Emergency Response Team, Lexington, KY
 2011 - 2017 PTA, Veterans Park Elementary, Lexington, KY
 2011 - 2014 Book Fair Coordinator, Veterans Park Elementary, Lexington, KY
 2011 - 2013 Sunday School Teacher, Faith Lutheran Church, Lexington, KY
 2010 - 2017 Local Emergency Planning Committee Executive Board, Lexington, KY
 2010 - 2011 PTA, Julius Marks Elementary, Lexington, KY
 2010 - 2011 PTA, Faith Lutheran Child Care, Lexington, KY
 2009 - 2010 9th Grade Religious Education Teacher, St. Thomas More, Norman, OK
 2008 - 2010 PTA, Madison Elementary, Norman, OK
 2008 - 2009 Library Volunteer, Madison Elementary, Norman, OK
 2008 - 2009 Book Fair Coordinator, Madison Elementary, Norman, OK
 2004 - 2005 Public Relations Committee, Fargo-Moorhead Association of Realtors
 2004 - 2005 Public Relations Development Board, Fargo Ronald McDonald Houses
 2004 School Supply Drive Coordinator, United Way, Fargo, ND
 2003 Coffee Drive Coordinator, Churches United for the Homeless, Fargo, ND
 2003 Playhouse Raffle Coordinator, Dollars for Scholars, Fargo, ND
 2002 Food Drive Coordinator, Great Plains Food Bank, Fargo, ND
 2001 - 2005 Bell Ringer, Salvation Army, Fargo, ND
 2001 - 2004 Supply Drive Coordinator, Ronald McDonald Houses, Fargo, ND

Honors, Awards, & Accomplishments

2017	Tailhook Certificate for Successful Arrested Landing, U.S.S. Dwight D. Eisenhower
2017	Top 6 Finalist for IPR Research Conference “Big Jack Award” for best presentation
2017	IPR W. Ward White Award for Top Paper of Practical Significance (\$1500)
2016	Third Prize, Confucius Institute “China in My Lens” Photography Contest (\$300)
2016	Captain, Bourbon Chase Team (overnight, 200-mile, 12 person relay)
2016	Top Practical Insight, International Public Relations Research Conference
2015	Top Paper in Public Relations, National Communication Association
2015	Excellence Award in Community Service, UK College of Communication and Info (\$350)
2015	Nominee, Excellence Award in Teaching, UK College of Communication and Information
2015	1 st Degree Black Belt, Lexington Taekwondo & Jiu Jitsu
2015	All Star Award, Lexington Taekwondo & Jiu Jitsu
2013	Excellence Award in Research, UK College of Communication and Information (\$350)
2013	Nominee, Excellence Award in Teaching, UK College of Communication and Information
2013	Highly Commended Article Award, Literati Network Awards for Excellence
2011	Top Paper in Public Relations, International Academy of Business Disciplines
2011 - 2013	International Travel Support, UK College of Communication and Information (\$5500)
2010	Top Paper in Public Relations, National Communication Association
2010	Top Paper in Applied Communication, National Communication Association
2010 - 2015	Wethington Award for Research, UK Department of Communication (\$2500)
2008 & 2010	International Travel Support, OU Office of Research (\$2400)
2007 - 2017	Finished 4 marathons, 19 half-marathons, 2 Tap n’s Runs, and a Zombie Chase
2006	Association for Continued Higher Education Region 8 Exceptional Program Award
2005 - 2006	Lambda Pi Eta Honor Society, North Dakota State University
2004	Excellence Award, Park Co. Realtors (\$500)
2003	Best of Show in Public Relations, GMAC Home Services
2001	Best of Show in Corporate Communications, GMAC Home Services
2001	Outstanding Business Communication Project, University of Mary
2001	Outstanding Public Relations Project, University of Mary
2001	Cum Laude, University of Mary
2001	Outstanding Public Relations Student, University of Mary