

# ELIZABETH L. PETRUN SAYERS

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## I. EDUCATION

### **Doctor of Philosophy, University of Kentucky, Lexington, KY**

Focus: Communication (Science, Strategic, Organizational)

Advisor: Dr. Timothy Sellnow

Committee: Drs. Deanna Sellnow, Douglas Boyd, & Sabrina Walsh

Dissertation: *Organizational Response to Perceptual Risk: Managing Substantial Response to Unsubstantiated Events* ([http://uknowledge.uky.edu/comm\\_etds/14/](http://uknowledge.uky.edu/comm_etds/14/))

### **Master of Arts, University of Kentucky, Lexington, KY**

Focus: Communication (Mass Media, Risk, Crisis)

Advisor: Dr. Timothy Sellnow

Committee: Drs. Richard Labunski, & Kevin Real

Thesis: *China's Response to the Melamine Crisis: A Case Study in Actional Legitimacy* (<http://infokat.uky.edu/vwebv/holdingsInfo?bibId=3106119>)

### **Graduate Certificate, University of Kentucky, Lexington, KY**

Focus: Health Communication

Certificate Director: Dr. Elisia Cohen

### **Bachelor of Arts, University of Kentucky, Lexington, KY**

Focus: Integrated Strategic Communication

Focus: Sociology (Classical)

ISC Director: Dr. Beth Barnes

Final Project: *Advertising Portfolio*

## II. PROFESSIONAL EXPERIENCE

**Full Behavioral and Social Scientist** August 2018 – Present

**Co-director, Center for Qualitative and Mixed Methods (C-QAMM)** March 2019 – Present

**Associate Behavioral and Social Scientist** July 2015 – July 2018

**RAND Corporation**, Washington, DC/ Honolulu, HI

- Expert in science, strategic, and organizational communication
- Co-lead and coordinate C-QAMM activities to develop and promote state-of-the-art methods, tools, and techniques both within RAND and to external audiences
- Engage in mixed methods research for RAND projects in health, homeland security operational analysis center (HSOAC), and social and economic well-being (SEW) divisions
- Principal Investigator for research portfolio totaling \$1,352,664
- Produce objective, scientific analyses for research projects using qualitative and quantitative methods
- Write technical reports and publish in peer-reviewed journals
- Write grants and respond to funding opportunities
- Worked remotely for a year in Honolulu, Hawai'i

**Adjunct Professor** **September 2017 – December 2018**  
**University of Pennsylvania**, Fels Institute of Government, Philadelphia, PA

- Teach graduate communication courses for the Fels Institute on ad hoc basis
- Engage in course creation, textbook selection, lesson planning, lecturing, assessment, and mentoring students

**Communication Consultant** **May 2010 – Present**  
**Various**, Global

- Risk communication and resilience consultant and trainer for the National Consortium for the Study of Terrorism and Responses to Terrorism (2015 – Present)
- Consultant and lecturer for the U.S.-China Exchange Council (2015)
- Consultant for the International Food Information Council (Chemical and Food Labeling, 2012 – 2014; Human and Animal Antibiotic Resistance, 2016)
- Consultant and co-author of a case study on Bisphenol A for the Food and Agriculture Organization (2013)
- Primary author of the World Health Organization's Centers for Disease Control and Prevention (CDC) template adaptation to international crises and disasters booklet (2012)
- Reviewer, author, and consultant for the CDC's Crisis Emergency & Risk Communication 2012 Edition manual (2010 – 2011)

**Strategic Communication Liaison** **December 2014 – June 2015**  
**National Institutes of Health**  
**Kelly Services Contractor**, Bethesda, MD

- Worked with the director of the Office of Science Policy, Engagement, Education, and Communications (OSPEEC) to orchestrate a vision for the National Heart, Lung, and Blood Institute (NHLBI)
- Conducted strategic messaging on behalf of the institute
- Managed and communicated with key stakeholder groups
- Engaged in media analysis and communication evaluation
- Facilitated a national meeting on sickle cell disease research

**Adjunct Professor** **August 2013 – May 2015**  
**University of Maryland**, Department of Communication, College Park, MD

- Teach undergraduate and graduate communication courses on ad hoc basis
- Engage in course creation, textbook selection, lesson planning, lecturing, assessment, and mentoring students

**Associate Director** **September 2014 – December 2014**  
**Risk Communication & Resilience Program**

**University of Maryland**, College of Behavioral and Social Sciences, College Park, MD

- Worked with program director to manage the risk communication and resilience portfolio
- Co-principal investigator and project manager for a \$440,000+ grant awarded to START from the Defense Advanced Research Projects Agency (DARPA)
- Co-principal investigator for a \$1,450,000+ grant awarded to START from the National Science Foundation (NSF)
- Wrote grants and responded to funding opportunities



- Major research areas encompassed maritime security, the defense budget/ resources, and defense strategy
- Other activities included blogging for The Heritage Foundation's Foundry blog, attending relevant congressional hearings, and managing interns

**Marketing/ Event Management Assistant**

**June 2007 – August 2007**

**StudyGoldCoast**, Southport, Australia

- Assisted staff with event planning for StudyGoldCoast's annual career exposition for education and training industries
- Drafted press releases, brochures, hand-outs, banners, and posters
- Managed organizational databases, lists of exposition vendors, and professional contacts for StudyGoldCoast's CEO

**III. SELECT FUNDED RESEARCH ACTIVITIES**

- 2018-2021 **Full Behavioral and Social Scientist, "Landslide Risk Management in Remote Communities: Integrating Geoscience, Data Science, and Social Science in Local Context"** Grant from the National Science Foundation: \$2,100,974.
- 2017-2020 **Principal Investigator, "STEM-Based Applied Organizational Sustainability Curriculum Development: Integrating Business, Climate Science, and the Natural Environment."** Grant from the National Science Foundation: \$304,009.
- 2017-2020 **Principal Investigator, "CDC Emergency Risk Communication Process and Outcome Measures Pilot Testing Project."** Contract from the Centers for Disease Control and Prevention: \$598,655.
- 2015-2020 **Co-Principal Investigator/ Full Behavioral and Social Scientist, "Testing of Instrument for Well-being for Total Worker Health."** Contract from the Centers for Disease Control and Prevention: \$450,000.
- 2016-2020 **Full Behavioral and Social Scientist, "Leveraging the Emerging Field of Disaster Citizen Science to Enhance Community Resilience and Improve Disaster Response."** Contract from the Centers for Disease Control and Prevention: \$1,238,151.
- 2014-2019 **Associate Behavioral and Social Scientist, "Evaluation of the From Coverage to Care Initiative."** Contract from the Centers for Medicare & Medicaid Services: \$2,984,436.
- 2015-2018 **Associate Behavioral and Social Scientist, "Assessment of Mental Health Campaigns: Evaluating the Impact of Efforts to Reduce Negative Perceptions About Mental Health Conditions and Treatment and Increase Awareness of Resources."** Grant from the Office of the Secretary of Defense: \$925,000.

- 2015-2017 **Associate Behavioral and Social Scientist, “Gulf of Mexico Research Initiative.”** Grant from the Consortium for Resilient Gulf Communities: \$8,000,000.
- 2014-2017 **Co-Principal Investigator, “Quantifying Disaster Resilience of Critical Infrastructure-based Societal Systems with Emergent Behavior and Dynamic Interdependencies.”** Grant from the National Science Foundation: \$1,452,773 (UMD’s amount).
- 2014-2015 **Co-Principal Investigator, “Mobile Radiation Detectors: Threat Perception and Device Acceptance.”** Grant from the Defense Advanced Research Projects Agency: \$440,521.
- 2011-2013 **Post-Doctoral Researcher and Project Manager, “Effective Risk Communication.”** Contract from the U.S. Department of Homeland Security: \$542,556.
- 2010-2013 **Funded Graduate Student Researcher, “Advancing the Robust Case Study Research and Translational Research.”** Grant from the National Center for Food Protection and Defense: \$439,317.
- 2011-2013 **Funded Graduate Student Researcher, “Social Media Constraints and Opportunities Case Studies.”** Grant from the National Center for Food Protection and Defense: \$144,730.
- 2012 **Consultant, “International Risk and Crisis Communication Practitioner Guide Development.”** Contract from the World Health Organization: \$6,000.
- 2011-2012 **Funded Graduate Student Researcher, “Instructional Strategies for Tailoring Risk Communication Messaging.”** Grant from the Center for Risk and Economic Analysis of Terrorism Events: \$41,295.
- 2010-2011 **Funded Graduate Student Researcher, “Social Media Constraints and Opportunities Case Studies.”** Grant from the National Center for Food Protection and Defense: \$147,425.
- 2010 **Funded Graduate Student Researcher, “Risk Communication in Cases of Intentional Food Contamination.”** Grant from the National Center for Food Protection and Defense: \$70,606.
- 2007-2009 **Funded Graduate Student Researcher, “Robust Case Study Research and Translational Research.”** Grant from the National Center for Food Protection and Defense: \$483,402.

#### IV. COMPETITIVE FELLOWSHIPS

##### **Risk Sciences Fellow**

**August 2010 – January 2013**

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

- Contributed to community-based research and education to cultivate stakeholders in support of risk management processes
- Provided research hours to the risk center, met determined publishing and conference submission criteria, and attended educational seminars

##### **Sylvia Rowe Fellow**

**May 2012 – July 2012**

**International Food Information Council Foundation**, Washington, DC

- Collaborated with nutritionists, dieticians, food scientists, and industry experts to disseminate science-based information on health, nutrition, and food safety
- Published blogs, feature pieces in the organization's Food Insight newsletter, and peer-reviewed journal articles
- Designed theory-driven research studies with a communications strategy research firm to implement focus groups in four U.S. cities and gather nationally representative survey data
- Conducted an internal audit of organizational social media activity and created new organizational strategy for social media

#### V. SCHOLARLY JOURNAL ARTICLES

**Petrun Sayers, E. L.,** Anthony, K. E., Tom, A., Kim, A. Y., Armstrong, C. (in progress). "In a mere 24 hours, we lost everything": Community perspectives on resilience, renewal, and survival in Puerto Rico.

**Petrun Sayers, E. L.,** Bouskill, K., Martin, L., & Concannon, T. W. (in progress). Creating culturally-sensitive health communication: Lessons learned from Haitian Creole, Mandarin, Native American, and Vietnamese communities.

**Petrun Sayers, E. L.,** Chari, R., Leinhos, M., Thomas, E. V., Izenberg, M., Koirala, N. (in progress). The role of disaster citizen science: Opportunities for improving community preparedness, response, and recovery.

**Petrun Sayers, E. L.,** Parker, A. M., Seelam, R., Finucane, M. L. (under review). How disasters drive media channel preferences: Tracing news consumption before, during, and after Hurricane Harvey.

Chari, R., **Petrun Sayers, E. L.,** Amiri, S., Leinhos, M., Kotzias, V., Madrigano, J., Thomas, E. V., Carbone, E. G., & Uscher-Pines, L. (2019). Enhancing community preparedness: An inventory and analysis of disaster citizen science activities. *BMC Public Health*, 19(1356), 1-15. doi:10.1186/s12889-019-7689-x

**Petrun Sayers, E. L.,** Parker, A. M., Ramchand, R., Finucane, M. L., Parks, V. A., Seelam, R. (2019). Reaching vulnerable populations in the disaster prone U.S. Gulf Coast: Communicating across the crisis lifecycle. *Journal of Emergency Management*, 17(4), 271-286. doi:10.5055/jem.2019.0426. Republished in *American Journal of Disaster Medicine*.

**Petrun Sayers, E. L.,** Craig, C., Gilbertz, S., Feng, S., & Bohman, A. (2019). Advancing STEM-based business sustainability: Mending the curricular gap. *Management Teaching Review*, 0(0), 1-12 doi: <https://doi.org/10.1177/2379298119852313>

- Craig, C., **Petrun Sayers, E. L.**, & Feng, S. (2019). The impact of climate and weather on small tourism businesses: A wSWOT case study. *Entrepreneurship Education and Pedagogy*, 0(0), 1-12. doi: <https://doi.org/10.1177/2515127419829399>
- Craig, C., & **Petrun Sayers, E. L.** (2019). Building clean energy support among young millennials in the United States. *The Electricity Journal*, 32(1), 18-24. doi: <https://doi.org/10.1016/j.tej.2019.01.007>
- Chari, R., Chang, C., Sauter, S., **Petrun Sayers, E. L.**, Cerully, J., Schulte, P., Schill, A., & Uscher-Pines, L. (2018). Expanding the paradigm of occupational safety and health: A new framework for worker well-being. *Journal of Occupational and Environmental Medicine*, 60(7), 589-593. doi: 10.1097/JOM.0000000000001330
- Liu, B. F., Fowler, B., Roberts, H., **Petrun Sayers, E. L.**, & Egnoto, M. (2017). The role of communication in healthcare systems and community resilience. *International Journal of Emergency Management*, 13(4), 305-327. doi: <https://doi.org/10.1504/IJEM.2017.087218>
- Liu, B. F., Roberts, H., **Petrun Sayers, E. L.**, Ackerman, G., Smith, D., & Iles, I. (2016). Preparing for the worst: Public perceptions of risk management innovations. *Journal of Risk Research*, 20(11), 1394-1417. doi: 10.1080/13669877.2016.1153508
- Paul, C., & **Petrun Sayers, E. L.** (2016). Assessing against and moving past the “funnel” model of counterterrorism communication. *The Journal of Defence Strategic Communication*. Retrieved from <http://www.stratcomcoe.org/academic-journal-defence-strategic-communications>
- 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
- Petrun, E. L.**, Iles, I., Roberts, H., Liu, B. F., & Ackerman, G. (2015). Diffusing controversial technology: Barriers, incentives, and lessons learned. *Review of Communication*, 15(2), 140-160. doi: 10.1080/15358593.2015.1058410
- Petrun, E. L.**, Flood, A., Sellnow, T. L., Smith Edge, M., & Burns, K. (2015). Shaping health perceptions: Effectively communicating about chemicals in food. *Food Protection Trends*, 35(1), 24-35. Retrieved from [http://www.nxtbook.com/nxtbooks/trilix/fpt\\_20150102/index.php?startid=24#/26](http://www.nxtbook.com/nxtbooks/trilix/fpt_20150102/index.php?startid=24#/26)
- Ivanov, B., Parker, K. A., Dillingham, L. L., **Petrun, E. L.**, Grant, L. F., & Geegan, S. (2013). Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance. *International Journal of Neuroscience and Behavioral Science*, 1(2), 13-23. doi: 10.13189/ijnbs.2013.010201
- Veil, S. R., **Petrun, E. L.**, & Roberts, H. (2012). Issue management gone awry: When not to respond to an online reputational threat. *Corporate Reputation Review*, 15, 319-332. doi: 10.1057/crr.2012.18
- Liska, C., **Petrun, E. L.**, Sellnow, T. L., & Seeger, M. W. (2012). Chaos theory, self-organization and industrial accidents: The case of the Kingston Coal ash spill. *Southern Communication Journal*, 77(3), 180-197. doi: 10.1080/1041794X.2011.634479
- Veil, S. R., Sellnow, T. L., & **Petrun, E. L.** (2011). Hoaxes and the paradoxical challenges of restoring legitimacy: Dominos' response to its YouTube crisis. *Management Communication Quarterly*, 26(4), 1-24. doi: 10.1177/0893318911426685
- Vidoloff, K. G. & **Petrun, E. L.** (2010). Communication successes and constraints: Analysis of the 2008 *Salmonella saintpaul* foodborne illness outbreak. *The Northwest Journal of Communication*, 39(1), 65-90.

Sellnow, T. L., & **Petrun, E. L.** (2009). ConAgra: Audience complexity in risk communication. In T. L. Sellnow, R. R. Ulmer, M. W. Seeger, & R. S. Littlefield (Eds.), *Effective risk communication: A message-centered approach* (pp. 119-129). New York, NY: Springer Science + Business Media, LLC.

## VI. SCHOLARLY BOOK CHAPTERS

- Craig, C. A., **Petrun Sayers, E. L.**, & Feng, S. (2019). A case study of climate change, extreme weather events, and risk communication in a coastal community. *Risk Communication and Community Resilience*. London, United Kingdom: Routledge.
- Seeger, M., Sellnow, T., & **Petrun, E. L.** (2016). Creating a food defense and response plan in complex food production systems. In S. Kennedy (Ed.), *Food protection and security: Preventing and mitigating contamination during food processing and production*. Cambridge, United Kingdom: Elsevier.
- Fowler, B., Iles, I., Fisher Liu, B., Roberts, H., **Petrun, E. L.**, & Ackerman, G. (2016). Diffusing portable radiation detectors among first responders: Device acceptance and implications for community resilience. In U. Kumar (Ed.), *Resilience: A Psychosocial Perspective*. United Kingdom: Routledge.
- Petrun, E. L.** (2015). The tension of controlling the narrative: Construing and mis-construing risk messages. In R. Littlefield & T. L. Sellnow (Eds.), *Risk and crisis communication: Navigating the tensions between organizations and the public* (pp. 103-121). Lanham, MD: Lexington Books.

## VII. TECHNICAL RESEARCH REPORTS

- \*Concannon, T. W., Martin, L. T., Bouskill, K., Hoch, E., Lee, J., Luoto, J., Nguyen, P., **Petrun Sayers, E. L.**, Stelzner, C., Rutter, C. M., & Waxman, D. A. (2019). An implementation and impact evaluation of From Coverage to Care. *U.S. Centers for Medicare and Medicaid Services*.
- Morrall, A. R., Ramchand, R., Smart, R., Gresenz, C. R., Cherney, S., Nicosia, N., Price, C. C., Holliday, S. B., **Petrun Sayers, E. L.**, Schell, T. L., Apaydin, E., Traub, J. L., Xenakis, L., Meyers, J. S., Karimov, R. I., Ewing, B., Griffin, B. A. (March, 2018). The science of gun policy: A critical synthesis of research evidence on the effects of gun policies in the United States. *RAND Corporation*.
- Acosta, J. D., Cerully, J. L., Wong, E., **Petrun Sayers, E. L.**, Zaydman, M., Meredith, L., Nanda, N., Tanielian, T., Ross, R., & Wilks, A. (2016, August). Cross-agency evaluation of DoD, VA, and HHS public health mental health awareness campaigns. *Defense Centers of Excellence on Psychological Health and Traumatic Brain Injury*.
- Carafano, J. J., & Florance, C. (2015, April). The Ebola outbreak of 2013-2014: An assessment of U.S. actions. *The Heritage Foundation*.
- \*Ackerman, G., Iles, I., Liu, B. F., **Petrun, E. L.**, & Roberts, H. (2014, December). Diffusion of innovations: Focus group report. *Defense Advanced Research Projects Agency*.
- Petrun, E. L.**, Roberts, H., Iles, I., Liu, B. F., & Ackerman, G. (2014, August). Diffusion of innovations: Insights for radiological and nuclear mobile device acceptance. *Defense Advanced Research Projects Agency*.



- Ackerman, G., Smith, D., Ballard, B., **Petrun, E. L.**, & Liu, B. F. (2014, August). Personal radiation detectors: Adopter population brainstorming and analysis. *Defense Advanced Research Projects Agency*.
- \*Ellis, D., Izsak, K. W., Liu, B. F., Madden, S., Nucete, J. & **Petrun, E. L.** (2013, October). Training in risk and crisis communication (TRACC) module 3: Crisis communication simulation facilitator guide. *Homeland Security Advanced Projects Agency, Science and Technology Directorate, U.S. Department of Homeland Security*.
- \*Fraustino, J. D., Izsak, K. W., Liu, B. F., Madden, S., & **Petrun, E. L.** (2013, October). Training in risk and crisis communication (TRACC) module 2: Media relations trainer guide. *Homeland Security Advanced Projects Agency, Science and Technology Directorate, U.S. Department of Homeland Security*.
- \*Izsak, K. W., Janoske, M., Liu, B. F., Madden, S., & **Petrun, E. L.** (2013, October). Training in risk and crisis communication (TRACC) module 1: Audience analysis and engagement trainer guide. *Homeland Security Advanced Projects Agency, Science and Technology Directorate, U.S. Department of Homeland Security*.
- Petrun, E. L.**, Izsak, K. W., Liu, B. F., Madden, S., Janoske, M., & Fraustino, J. D. (2013, August). Training in risk and crisis communication (TRACC): Evaluation and recommendations. *Homeland Security Advanced Projects Agency, Science and Technology Directorate, U.S. Department of Homeland Security*.
- Madden, S., Izsak, K. W., Liu, B. F., & **Petrun, E. L.** (2013, January). Risk communication training analysis: Basis concepts and research findings. *Homeland Security Advanced Projects Agency, Science and Technology Directorate, U.S. Department of Homeland Security*. Retrieved from [http://www.start.umd.edu/start/publications/START\\_ERC\\_RiskCommunicationTraining\\_Feb2013.pdf](http://www.start.umd.edu/start/publications/START_ERC_RiskCommunicationTraining_Feb2013.pdf)
- Petrun, E. L.** (2012, September). Consumer attitudes toward chemicals in food: Executive summary. *International Food Information Council*.
- Petrun, E. L.** (2012, June). Perceptions of food technology and sustainability: A consumer pulse check. *Food Insight*. Retrieved from [http://www.foodinsight.org/Newsletter/Detail.aspx?topic=Perceptions\\_of\\_Food\\_Technology\\_and\\_Sustainability\\_A\\_Consumer\\_Pulse\\_Check](http://www.foodinsight.org/Newsletter/Detail.aspx?topic=Perceptions_of_Food_Technology_and_Sustainability_A_Consumer_Pulse_Check)
- Lead Writer. (2012). CDC template adaptation to international crises and disasters. *World Health Organization*.
- University Reviewer, Author, and Consultant. (2012). Crisis and emergency risk communication manual 2012 edition. *Centers for Disease Control and Prevention*. Retrieved from [http://emergency.cdc.gov/cerc/pdf/CERC\\_2012edition.pdf](http://emergency.cdc.gov/cerc/pdf/CERC_2012edition.pdf)
- White Paper Contributor. (2008). Confounding issues for implementing best practices in risk communication. *National Center for Food Protection and Defense*. Retrieved from [http://www.ncfpd.umn.edu/Ncfpd/assets/File/pdf/risk\\_comm\\_confounding.pdf](http://www.ncfpd.umn.edu/Ncfpd/assets/File/pdf/risk_comm_confounding.pdf)
- White Paper Contributor. (2008). ConAgra Food's communication response to the 2007 Banquet Pot Pie Salmonella outbreak. *National Center for Food Protection and Defense*.
- \*Publications with an asterisk list authors in alphabetical order**

## VIII. TEXTBOOK CHAPTERS

- Petrun, E. L.** (2013). The Hunger Games: A feminist perspective. In D. D. Sellnow (Ed.), *The rhetorical power of popular culture* (2nd ed.) (pp. 157-166). Thousand Oaks, CA: SAGE.

## IX. SCHOLARLY PRESENTATIONS

### 2020

1. **Petrun Sayers, E. L.**, Parker, A. M., Seelam, R., & Finucane, M. L. (2020, February). How disasters drive media channel preferences: Tracing news consumption before, during, and after Hurricane Harvey. Presentation delivered at the *Gulf of Mexico Oil Spill & Ecosystem Science Conference*, Tampa, FL.

### 2019

1. Pechta, L. E., Lubell, K. M., **Petrun Sayers, E. L.**, Rodriguez, A., & Rose, D. (2019, August). Developing emergency risk communication measures to determine impact of messaging during public health responses: Preliminary results and next steps. Presentation delivered at the *National Conference on Health, Communication, Marketing, & Media*, Atlanta, GA.
2. **Petrun Sayers, E. L.**, Pechta, L. E., Anthony, K. E., Venette, S. (2019, March). How is emergency risk communication measured? Using an expert panel to validate instruments. Paper presented at the *International Crisis and Risk Communication Conference*, Orlando, FL.
3. Roberts, H., Kar, B., & **Petrun Sayers, E. L.** (2019, March). The role of citizen science in hurricane risk communication efforts. Paper presented at the *International Crisis and Risk Communication Conference*, Orlando, FL.
4. **Petrun Sayers, E. L.**, Rose, D. A., Pechta, L. E. (2019, March). Is emergency risk communication effective? Preliminary results from a validation study of instruments to assess ERC effectiveness during emergencies. Poster presented at the *2019 Preparedness Summit*, St. Louis, MO.

### 2018

1. Craig, C. A., **Petrun Sayers, E. L.**, Feng, S., Gilbertz, S., & Karam, R. (2018, November). An innovative framework for interdisciplinary STEM-based business sustainability curriculum. *Southern Management Association Conference*, Lexington, KY.
2. **Petrun Sayers, E. L.**, Craig, C., Feng, S., Karam, R., & Gilbertz, S. (2018, July). STEM-based applied organizational sustainability curriculum development: Integrating business, climate science, and the natural environment. Paper presented at the *Council on Undergraduate Research (CUR) Biennial Conference*, Arlington, VA.
3. **Petrun Sayers, E. L.**, Pechta, L., Liu, B. F., & Duncan, B. (2018, March). Research boundary spanning: Understanding crisis communication collaborations across government, academic, non-profit, and international organizations. Panel presented at the *International Crisis and Risk Communication Conference*, Orlando, FL.

### 2017

1. **Petrun Sayers, E. L.** (2017, November). Comparing newspaper coverage of the Zika virus from 2007-2017: A textual analysis. Paper presented at the *National Communication Association Convention*, Dallas, TX.
2. **Petrun Sayers, E. L.**, Chang, C., Sauter, S., Chari, R., Towe, V. (2017, April). A new framework for worker well-being: Moving beyond worker health promotion. Poster presented at the *D.C. Health Communication Conference*, Fairfax, VA.

3. **Petrun Sayers, E. L.**, Parker, A. M., Ramchand, R., Finucane, M., Parks, V. A., Seelam, R. (2017, March). Reaching vulnerable populations and building trust: Crisis communication in the Gulf of Mexico. Paper presented at the *International Crisis and Risk Communication Conference*, Orlando, FL.
4. **Petrun Sayers, E. L.**, Parker, A. M., Ramchand, R., Finucane, M., Parks, V. A., Seelam, R. (2017, February). In Media we trust? Reaching special populations in the Gulf of Mexico. Paper presented at the *Gulf of Mexico Oil Spill & Ecosystem Science Conference*, New Orleans, LA.

## 2016

1. **Petrun Sayers, E. L.**, & Fraustino, J. D. (2016, March). Facing the music: Best practices for conducting CEO crisis response on YouTube. Paper presented at the *International Crisis & Risk Communication Conference*, Orlando, FL.

## 2015

1. Ivanov, B., Burns, W. J., Sellnow, T. L., **Petrun, E. L.**, & 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 Convention*, Las Vegas, NV.
2. Liu, B., Egnoto, M. J., Fowler, B., Roberts, H., & **Petrun, E. L.** (2015, November). Too big to fail? The role of communication in healthcare systems and community resilience. Paper presented at the *National Communication Association Convention*, Las Vegas, NV.
3. Bermejo, J., **Petrun, E. L.**, Liu, B. F., Tills, C., & Madden, S. (2015, May). “We are all that stands between them and what they want”: Far-right extremist online discussions of government actions. Paper presented at the *International Communication Association Conference Annual Conference*, San Juan, PR.

## 2014

1. **Petrun, E. L.**, Madden, S. L., Liu, B. F., & Izsak, K. W. (2014, December). The professionalization of risk and crisis communication: Training, skills, and outcomes. Paper presented at the *Society for Risk Analysis Annual Meeting*, Denver, CO.
2. **Petrun, E. L.**, & Sellnow, T. L. (2014, November). The function of narrative in the construal and mis-construal of risk messages. Paper presented at the *National Communication Association Convention*, Chicago, IL.

## 2013

1. Sellnow, T. L., & **Petrun, E. L.** (2013, November). Risk and crisis communication: Communication in context. Presentation at the *National Communication Association Convention*, Washington, DC.
2. **Petrun, E. L.**, & Sellnow, T. L. (2013, November) Health risks and message construal: The controversy surrounding biotechnology and our food supply. Paper presented at the *National Communication Association Convention*, Washington, DC.
3. Bean, H., Buikema, R., Fleischer, K., Liu, B. F., Madden, S., **Petrun, E. L.**, Sellnow, T. L., Smith, A., & Trethewey, A. (2013, November). Building relationships with U.S. federal agencies: Perspectives from officials, faculty, and graduate Students. Panel submitted for presentation at the *National Communication Association Convention*, Washington, DC.

4. Ivanov, B., Parker, K. A., Dillingham, L., **Petrun, E. L.**, & Grant, L. F. (2013, November). Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance. Paper presented at the *National Communication Association Convention*, Washington, DC.
5. **Petrun, E. L.**, & Sellnow, D. D. (2013, November). The *Hunger Games*: Challenging hegemonic roles and rules for women and men. Paper presented at the *National Communication Association Convention*, Washington, DC.
6. **Petrun, E. L.**, Sellnow, T. L., Edge, M. S., Flood, T., & Burns, K. (2013, November). Shaping health perceptions: Effectively communicating about chemicals in food. Paper presented at the *National Communication Association Convention*, Washington, DC.
7. **Petrun, E. L.** (2013, April). Political misbehavior: The consequences of constructing an explanation. Paper presented at the *Southern States Communication Association Convention*, Louisville, KY.

## 2012

1. Burns, W. J., Ivanov, B., Sellnow, T. L., Veil, S., Slovic, P., & **Petrun, E. L.** (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 Annual Meeting*, San Francisco, CA.
2. Sellnow, T. L., & **Petrun, E. L.** (2012, November). Building resistance to terrorist attacks: Using inoculation theory to maintain confidence in government. Paper presented at the *National Communication Association Convention*, Orlando, FL.
3. **Petrun, E. L.**, & Sellnow, T. L. (2012, November). Tweeting our way to understanding: Microblogging in the aftermath of Hurricane Irene. Paper presented at the *National Communication Association Convention*, Orlando, FL.
4. **Petrun, E. L.** (2012, November). Facilitating successful change: GOProud and CPAC. Paper presented at the *National Communication Association Convention*, Orlando, FL.
5. Zuercher, R., Parrish, A., & **Petrun, E. L.** (2012, August). Anatomy of a gaffe: Examining print and blog coverage of Michele Bachmann's HPV vaccine controversy. Poster presented at the *National Association for Education in Journalism and Mass Communication Conference*, Chicago, IL.
6. **Petrun, E. L.**, Sellnow, T. L., Seeger, M., & Liska, C. (2012, May). Chaos theory, self-organization, and industrial accidents: Crisis communication in the Kingston coal ash spill. Poster presented at the *International Communication Association Conference Annual Conference*, Phoenix, AZ.
7. **Petrun, E. L.** (2012, March). Facilitating successful change: GOProud and CPAC. Paper presented at the *University of Kentucky Symposium*, Lexington, KY.

## 2011

1. **Petrun, E. L.** (2011, November). The future of Internet in China: Examining censorship and public policy. Paper presented at the *National Communication Association Convention*, New Orleans, LA.
2. **Petrun, E. L.**, & Sellnow, T. L. (2011, November). China's melamine crisis: A case study in actional legitimacy. Paper presented at the *National Communication Association Convention*, New Orleans, LA.
3. **Petrun, E. L.**, Sellnow, T. L., & Veil, S. (2011, November). Actional legitimacy as a response strategy for employee hoaxes: Dominos' response to its YouTube crisis. Paper presented at the *National Communication Association Convention*, New Orleans, LA.

4. Veil, S., Chen, C., Wang, Q., **Petrun, E. L.**, & Roberts, H. (2011, May). Online vs. traditional media in publishing pranks: The case of the unicorn meat. Poster presented at the *International Communication Association Conference Annual Conference*, Boston, MA.
5. **Petrun, E. L.**, & Sellnow, T. L. (2011, March). China's melamine crisis: A case study in actional legitimacy. Poster presented at the *Department of Homeland Security University Summit*, Washington, DC.
6. **Petrun, E. L.** (2011, March). The future of Internet in China: Examining censorship and public policy. Paper presented at the *University of Kentucky Symposium*, Lexington, KY.

## 2010

1. **Petrun, E. L.**, & Sellnow, T. L. (2010, September). China's melamine crisis: A case study in actional legitimacy. Paper presented at the *National Center for Food Protection and Defense Biennial Meeting*, Chaska, MN.
2. **Petrun, E. L.** (2010, June). Risks and policy implications of coal mining in the United States. Presentation at *Wayne State University's Summer Doctoral Seminar*, Detroit, MI.
3. Sellnow, T. L., & **Petrun, E. L.** (2010, April). Media surveillance in public health crises: Lessons learned from the H1N1 pandemic. Paper presented at the *Kentucky Conference on Health Communication*, Lexington, KY.
4. Vidoloff, K. G., & **Petrun, E. L.** (2010, April). Predictably unpredictable patterns of foodborne illness outbreaks: Examining the 2008 *Salmonella saintpaul* contamination case. Paper presented at the *Southern States Communication Association Convention*, TN.
5. **Petrun, E. L.** (2010, February). AIDS/HIV disclosure in the workplace: What factors promote or discourage chronic illness disclosure? Paper presented at the *University of Kentucky Symposium*, Lexington, KY.

## 2009

1. Anthony, K., Millner, A., & **Petrun, E. L.** (2009, November). Challenges and opportunities for timely crisis communication via television coverage. Paper presented at the *National Communication Association Convention*, Chicago, IL.
2. **Petrun, E. L.** (2009, September). China's melamine crisis: A content analysis. Paper presented at the *Kentucky Communication Association Conference*, Hardin, KY.
3. Sellnow, T. L., & **Petrun, E. L.** (2009, June). Confounding issues for best practices in risk and crisis communication. Poster presented at the *National Center for Food Protection and Defense Regional Meeting*, Saint Paul, MN.
4. **Petrun, E. L.** (2009, May). China's melamine crisis. Paper presented at the *Risk and Crisis Communication Team Meeting for the National Center for Food Protection and Defense*, Lexington, KY.
5. **Petrun, E. L.** (2009, April). Confounding issues for best practices in risk and crisis communication. Paper presented at the *University of Kentucky Interdisciplinary Conference*, Lexington, KY.
6. **Petrun, E. L.** (2009, March). Issues management's role in risk and crisis communication. Paper presented at the *University of Kentucky Symposium*, Lexington, KY.

## 2008

1. **Petrun, E. L.** (2008, September). Confounding issues for best practices in risk and crisis communication. Paper presented at the *National Center for Food Protection and Defense Biennial Meeting*, Chaska, MN.

2. **Petrun, E. L.** (2008, May). Topps meat company E. coli outbreak television coverage. Paper presented at the *Risk and Crisis Communication Team Meeting for the National Center for Food Protection and Defense*, Minneapolis, MN.

## X. INVITED PRESENTATIONS

- **Petrun Sayers, E. L.**, Eachus, J., Johnson, N., MacDonald, C., Pieper, C., & Trujillo, J. (2020, January). Lessons Learned from Health Communication: Considering the Weather Communication Implications of Conflicting Information and the Future of Message Consistency in the Weather Enterprise. Panel discussion at the *American Meteorological Society Conference*, Boston, MA.
- **Petrun Sayers, E. L.** (2018, March). The role and influence of media on health and culture. Panel discussion at *The Robert Wood Johnson Foundation's Third Annual Sharing Knowledge to Build a Culture of Health Conference*, Chandler, AZ.
- **Petrun Sayers, E. L.**, Adesnik, D., & Johnson, J. (2016, July). Marshall Fellows alumni panel. Panel discussion at *The Heritage Foundation*, Washington, DC.
- **Petrun Sayers, E. L.**, Condon, B., Thomas, R., Fusco, A., & Galbraith, G. (2016, April). Distinguished cherry blossom princess alumni panel. Panel discussion at the *General Federation of Women's Clubs*, Washington, DC.
- **Petrun Sayers, E. L.**, Adesnik, D., & Johnson, J. (2015, July). Marshall Fellows alumni panel. Panel discussion at *The Heritage Foundation*, Washington, DC.
- **Petrun, E. L.** (2014, November). Career & academic success panel. Panel discussion at the *Undergraduate Communication Association Pathfinder Event*, College Park, MD.
- **Petrun, E. L.** (2014, September). Mobile radiation detectors: Threat perception and device acceptance. Presentation at *START's Annual Meeting*, Bethesda, MD.
- **Petrun, E. L.** (2014, July). How do organizations respond to diversity? Applying a critical lens to rhetoric and policy. Presentation at the *Women's Leadership Conference*, Washington, DC.
- **Petrun, E. L.**, & Liu, B. F. (2014, April). Training in risk and crisis communication (TRACC): FDA demonstration. Informational presentation for the *Food and Drug Administration (FDA)*, Silver Spring, MD.
- **Petrun, E. L.** (2014, January). An introduction to risk communication: Highlights from START's training in risk and crisis communication (TRACC). Webinar presentation for the *Fire Service Analyst Exchange January 2014 Teleconference*, Washington, DC.
- Liu, B. F., & **Petrun, E. L.** (2013, October). START resilience and risk communication update: Findings from social media use during disasters and training in risk and crisis communication projects. Webinar presentation for the *Federal Emergency Management Agency's CBRNE Nuc/Rad Working Group*, Washington, DC.
- **Petrun, E. L.** (2013, September). Training in risk and crisis communication (TRACC): September 20 briefing. Presentation at the *Maryland Emergency Management Association's Social Media Briefing for Emergency Managers*, Annapolis, MD.
- **Petrun, E. L.** (2013, September). Social media use during disasters. Presentation at the *University of Maryland's Constitution Day Address*, College Park, MD.
- **Petrun, E. L.** (2013, April). Arsenic in food: Rice – a case study. Presentation at the *Joint Institute for Food Safety and Applied Nutrition*, Greenbelt, MD.

- Levine, R., Sayers, E., **Petrun, E. L.**, & Goehring, E. (2012, October). 2012 American presidential election rhetoric. Panel for the *Centre for American Studies – University of Western Ontario*, London, Canada.
- Canady, R., Butterworth, T., Flood, T., & **Petrun, E. L.** (2012, May). Are you marketing fear to consumers? If you aren't, chances are someone else is. Panel for the *International Food Information Council's 3rd Annual Science Communications Summit*, Washington, DC.

## XI. GUEST LECTURES

- **Petrun Sayers, E. L.** (2019, February). Overview of funded risk and crisis communication research. In University of Maryland's *Risk and Crisis Communication Seminar*, College Park, MD.
- **Petrun Sayers, E. L.** (2018, February). Overview of Hawai'i's false ballistic missile alert. In University of Central Florida's *Honors Public Relations Class*, Orlando, FL.
- **Petrun Sayers, E. L.** (2016, October). Organizational structure and communication. In University of Pennsylvania's *Fels Institute of Government*, Philadelphia, PA.
- **Petrun Sayers, E. L.** (2015, November). Crisis communication. In University of Maryland's *College of Behavioral and Social Sciences' Oral Communication for National Security Careers*, College Park, MD.
- **Petrun, E. L.** (2014, October). Introduction to risk communication. Lecture in University of Maryland's *College of Behavioral and Social Sciences' Emergency Management Course*, College Park, MD.
- **Petrun, E. L.** (2014, October). Creating and delivering a successful presentation. Lecture in University of Maryland's *College of Behavioral and Social Sciences' The Practice of Terrorism Studies Course*, College Park, MD.
- **Petrun, E. L.** (2012, October). Introduction to hoaxes: Background, theory, and applications. Lecture in *University of Kentucky's College of Public Health*, Lexington, KY.

## XII. NON-COMPETITIVE CONFERENCE INVITATIONS

- **Petrun Sayers, E. L.** (2016, July). *Emerging Leaders in Foreign Policy Workshop: "Counterterrorism in the 21<sup>st</sup> Century,"* Washington, DC.
- **Petrun, E. L.** (2013, April). *10th International Security Forum*, Geneva, Switzerland.
- **Petrun, E. L.** (2012, December). *Food, Feed, and Fuel: NCFPD Frontier Visit to Nebraska's Food Production Systems*, Lincoln, NE.

## XIII. AWARDS

2019	National Communication Association, Applied Communication Division, Top Paper Award
2010-2013	UK Opportunity Fellowship
2012	Westley Award for Excellence in Mass Communication Theory and Research
2011	College of Communication and Information Graduate Teaching Award
2010	Francis F. Busta Poster Competition Second Place Award
2006-2008	University of Kentucky Dean's List
2006-2008	University of Kentucky Panhellenic Academic Excellence Award
2006	University of Kentucky Top 100 Campus Leader

## XIV. TEACHING EXPERIENCE

### University of Pennsylvania

- **Organizational Leadership and Communication**, GAFL 500, Fall 2017, Fall 2018  
This seminar emphasizes the impact of organizational structure, strategic communication, and leadership. Students will learn how organizational structures impact the management and communication process in real organizations. We will discuss traditional, relational, cultural, and network strategies of organizing. Insight is also offered about how leaders can strategically leverage communication to design and operate companies to benefit individuals and the organization. Case studies accompany each structure, where we will dive into real world organizations, CEOs, and what went right and wrong for some of the biggest companies spanning Ford, Apple, Enron, and Disney.

### University of Maryland, College Park

- **Health Communication** for Graduate Studies in Interpreting and Translation, COMM 730, Spring 2014, Spring 2015  
This course is designed for bilingual and bi-cultural professionals working on health-related organizational communication, in addition to those wanting to learn more about international and intercultural health communication. It is meant to refine already existing skills in interpreting and translation through short lectures, assignments and group discussions.
- **Organizational Communication**, COMM 424, Fall 2013, Spring 2014, Fall 2014  
Understanding workplace communication in U.S. society requires an interdisciplinary approach in preparing students to develop an enlightened consideration of the complex and contextual nature of communication in organizations. The emphasis on community, culture and citizenship is designed to engage students using dynamic learning experiences such as debates and discussion over topics including the role of corporations in a democratic society. Every week, students participate in discussions about historical, societal, and cultural differences in the U.S. workplace, including issues arising from race, ethnicity, gender, sexuality, language, nationality, religion, political/ethical perspectives, and socioeconomic class.
- **Health Communication**, COM 398E, Fall 2013  
The purpose of this course is to introduce students to health communication, but also research, current events, and persuasion. We discuss health through history, patient-provider communication, social support, cultural conceptions of health, health images in the media, public health crises, health promotion campaigns, campaign design, and more.

### Professional Programs

- **Training in Risk and Crisis Communication**, TRACC, Summer 2013, Fall 2014  
TRACC is a social science-based curriculum developed and presented by The National Consortium for the Study of Terrorism and Responses to Terrorism (START) and funded by the U.S. Department of Homeland Security. Through three training modules, TRACC helps organizations plan effective communication before, during and after a crisis. TRACC is a unique curriculum that is research-based and covers the entire life-cycle of a crisis including preparation, response, and recovery.



## University of Kentucky

- **Composition and Communication I**, CIS 110, Fall 2012  
Composition and Communication I is the introductory course in a two-course sequence designed to engage students in composing and communicating ideas using speech, writing, and visuals. Students will develop interpersonal communication, critical thinking, and information literacy skills by exploring what it means to be engaged, twenty-first century citizens. Students will practice composing, critiquing, and revising ideas based on personal experience, observation, and fieldwork in the community, culminating in several discrete projects using oral, written, and visual modalities.
- **Word Media Systems**, ISC/JOU/MAS 319, Summer 2012  
This course compares communications media in different countries of the world and the theories used to justify them. The class highlights various political and social systems; explicate how they affect media, and how media in turn affects the societies in which they exist.
- **Interpersonal Communication**, COM 252, Fall 2011  
Interpersonal Communication is designed to increase student understanding of and ability to perform effective interpersonal communication skills. Interpersonal communication introduces students to the complex interaction of social and psychological forces operating in human communication. The course is delivered using a dual approach consisting of both theory and application that allows students opportunities to critically evaluate the intricacies of interpersonal relationships and the communication issues surrounding human interaction in various contexts.
- **Mass Media and Mass Culture**, COM 249, Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2010  
This class examines the interplay between the technology and content of the mass communication media and culture. We examine mass media's origins, moving from Gutenberg's printing press to the digital era. Students learn about media business in the U.S., including how U.S. media conglomerates operate and shape the media industry.
- **Organizational Communication**, COM 525, Spring 2008  
This course exposes students to a variety of organizational communication theories. The overall goal of the course is to give students a vocabulary and a general set of expectations that will allow them to interpret organizational communication in an objective and analytical manner. We address communication patterns in a wide variety of organizations, including how all levels of employees within an organization exchange messages. Elements from the organization's external environment, which have an impact upon organizational communication, are also discussed and analyzed.

## XV. PROFESSIONAL ASSOCIATIONS

2009-Present	The National Communication Association
2006-Present	The University of Kentucky Alumni Association
2014-2016	The Society for Risk Analysis
2012-2013	Association for Education in Journalism and Mass Communication
2008-2013	The University of Kentucky Graduate Student Association
2011-2015	The International Communication Association
2006-2011	The International Association of Business Communicators
2008	The National Scholars Honor Society

2008 The Golden Key International Honour Society  
 2008 The Omicron Delta Kappa Leadership Honor Society

## **XVI. UNIVERSITY ACTIVITIES AND SERVICE**

2017-Present *Journal of International Crisis and Risk Communication Research* Founding Editorial Board Member  
 2017-Present RAND Washington Office Culture of Health Co-Team Lead and Newsletter Writer  
 2016-Present Junior League of Washington (Magazine Committee)  
 2016-Present *Journal of Contingencies and Crisis Management* Article Reviewer  
 2015-Present Kentucky Colonels  
 2015-Present RAND Emergency Response Team  
 2013-Present *Journal of Applied Communication Research* Article Reviewer  
 2011-Present The National Communication Association Conference Submission Reviewer  
 2018 National Science Foundation Proposal Reviewer  
 2017-2018 East-West Center Mentor to Florencia Duron (University of Hawai'i)  
 2014-2017 *Communication Yearbook* Editorial Board  
 2014-2017 *Journal of Media Psychology* Article Reviewer  
 2011-2014 Community Emergency Response Team (CERT)  
 2013-2014 START Senior Management Leadership Team Member  
 2013-2014 START Risk Communication Co-Intern Manager  
 2014 START Communication Coordinator and Event Manager Hiring Committee (Chair)  
 2014 Oxford University Press: Health Communication Textbook Reviewer  
 2014 START Junior Researcher and Project Manager Hiring Committee (Chair)  
 2014 START Pre- or Post-Doctoral Fellow Hiring Committee  
 2013 START Data Collection Manager Hiring Committee  
 2009-2012 Recruiter for University of Kentucky at NCA Graduate Student Fair  
 2011-2012 The International Communication Association Conference Submission Reviewer  
 2011-2012 UK Graduate Student Senator – Elect  
 2009-2011 Incoming Graduate Student Mentor  
 2006-2011 Big Brothers Big Sisters of the Bluegrass  
 2006 & 2007 UK FUSION Philanthropy Event Team Leader  
 2006 University of Kentucky Emerging Leaders Institute Alumni/ Peer Mentor

## **XVII. OTHER PROFESSIONAL DEVELOPMENT**

2016 Social Network Analysis Training, OrgNet, LLC  
 2016 Advanced Special Student, *University of Maryland, College Park, College of Education, Measurement, Statistics, and Evaluation*  
 2013 Young Leader, *Pacific Forum – Center for Strategic and International Studies (CSIS)*  
 2013 George C. Marshall Fellow, *The Heritage Foundation*

## XVIII. RESEARCH PRODUCTS

- 2014      **Mobile Phone Application:** TRACC Your Crisis Communication, *Risk and crisis communication application for Android phones built from UMD research*
- 2014      **Co-Program Inventor and Licensor:** Training in Risk and Crisis Communication (TRACC), *As a primary author of this material I, along with my co-authors, have disclosed our novel program for copyright and licensing*

## XIX. Select Media Excerpts

- Chabria, A., Sabalow, R., & Luna, T. (2018, August 12). In emergencies, cell phone alerts can be too slow to save lives. Can the system be fixed? *The Sacramento Bee*. Retrieved from <https://www.sacbee.com/news/business/technology/article216275210.html#storylink=cpy>
- Goldfinger, D. (2018, April 25). Covering disasters: Outside looking in. *Ryerson Review of Journalism*. Retrieved from <http://ondisasters.rrj.ca/about-multimedia-project/>
- Petrun Sayers, E. L., & Madrigano, J.** (2017, April 25). After the March for Science: What now? *United Press International*. Retrieved from [http://www.upi.com/Top\\_News/Voices/2017/04/25/After-the-March-for-Science-What-now/9641493139072/](http://www.upi.com/Top_News/Voices/2017/04/25/After-the-March-for-Science-What-now/9641493139072/)
- The National Communication Association. (2016, December). Using inoculation messages as a pre-crisis strategy. *Communication Currents*. Retrieved from <http://www.natcom.org/CommCurrentsArticle.aspx?id=7549>
- Graduate Standard. (2015, Spring). Alumni feature: A conversation with Dr. Liz Petrun. *College of Communication and Information Graduate Standard*.
- College News. (2014, September). \$2.5 million NSF grant awarded for UMD-led disaster resilience research. *A James Clark School of Engineering News and Events*. Retrieved from [http://www.eng.umd.edu/html/news/news\\_story.php?id=8477](http://www.eng.umd.edu/html/news/news_story.php?id=8477)
- Department News. (2014, May). FEMA accreditation for START program. *UMD Department of Communication News and Events*. Retrieved from <http://www.comm.umd.edu/news/START>
- START Announcement. (2013, November 19). 'Best practices in crisis communications': START research informs MEMA workshop. *START Media*. Retrieved from <http://start.umd.edu/start/announcements/announcement.asp?id=615>
- Beck, M. (2013, September 23). START participates in UMD's 'constitution day 3.0.' *START Media*. Retrieved from <http://start.umd.edu/start/announcements/announcement.asp?id=583>
- @MDMEMA. (2013, September 20). Dr. Petrun from @UofMaryland START talks best practices from the @CDCgov #Zombie campaign. [Tweet]. Retrieved from <https://twitter.com/MDMEMA/status/381068197320871936>
- Beck, M., & **Petrun, E. L.** (2013, August 27). U.S.: START project in risk and crisis communication training. *Journal of Risk and Crisis Communication*. Retrieved from <http://www.journalriskcrisis.com/introducing-starts-tracc-for-improving-risk-communication/>
- Petrun, E. L., & Liu, B. F.** (2013, August 26). Discussion point: Taking effective risk and crisis communication for granted?. *START Discussion Point*. Retrieved from <http://start.umd.edu/start/announcements/announcement.asp?id=574>

- Beck, M. (2013, August 26). Risk communication research roundtable: Methodology and impact. *START Media*. Retrieved from <http://start.umd.edu/start/announcements/announcement.asp?id=575>
- Beck, M. (2013, March 22). START report identifies new ways to train risk communication skills. *START Media*. Retrieved from <http://start.umd.edu/start/announcements/announcement.asp?id=499>
- Berger, E. (2012, December 4). Communication and information dinner recognizes excellence. *UKNow*. Retrieved from <http://uknow.uky.edu/content/communication-and-information-dinner-recognizes-excellence>
- Centre for American Studies at Western University Newsletter. (2012, September). A panel discussion on the 2012 U.S. presidential election. *Centre for American Studies at Western University Newsletter*. Retrieved from <http://cas.uwo.ca/documents/newsletters/Sep%202012%20newsletter.pdf>
- Hautala, K. (2012, April 6). College of Communications and Information Studies holds awards dinner. *UKNow*. Retrieved from <http://uknow.uky.edu/content/college-communications-and-information-studies-holds-awards-dinner>
- Lynch, H., Solleau, M. (2011, March 3). Communication students to present at symposium. *UKNow*. <http://uknow.uky.edu/content/communication-students-present-symposium>