

## W. Timothy Coombs

### WORK

Department of Communication  
Texas A&M University  
4234 TAMU  
College Station, TX USA 77843-4234  
E-mail: timothy.coombs@tamu.edu

### ***EDUCATIONAL HISTORY***

- Ph.D. Purdue University (August 1990)  
Major Areas: Issue Management and Public Affairs and  
Organizational Communication  
Minor: Organizational Psychology
- M.A. Purdue University (Dec. 1985)  
Major Area: Organizational Communication
- B.A.C. Bowling Green State University (1982)  
Major Area: Communication

### ***HONORS***

- 2018 Appointment to George T and Gladys H Abell Professorship in Liberal Arts  
2014 Business Impact Award from the Association for Business Communication and USC  
Marshall School of Business, Center for Management Communication.  
2014 Dean's Distinguished Researcher Award for College of Sciences  
2014 Elected to membership in the Arthur Page Society  
2013 Pathfinder Award presented by the Institute for Public Relations.  
2013 Pride Award for Outstanding Research Article (co-authored with Sherry Holladay),  
presented by the Public Relations Division of NCA.  
2013 Fulbright (one month) Tallin University, Tallin, Estonia.  
2010 Pride Award for Outstanding Textbook, *Public Relations Strategy and Application:  
Managing Influence*, (co-authored with Sherry Holladay), presented by the Public  
Relations Division of NCA.  
2007 Pride Award for Outstanding Textbook, *It's Not Just PR*, (co-authored with Sherry  
Holladay), presented by the Public Relations Division of NCA.  
2006 Pride Award for Outstanding Textbook, *Today's Public Relations*, (co-authored with  
Robert Heath), presented by the Public Relations Division of NCA.  
2002 Jackson, Jackson & Wagner Behavioral Science Prize from the Public Relations Society of  
America  
2002 Pride Award for Outstanding Research Article, (co-authored with Sherry Holladay),  
presented by the Public Relations Division of NCA.

2000 Pride Award for Outstanding Public Relations book, presented by the Public Relations Division of NCA.

Top Paper, SCA, in Public Relations, 1990

Top Four Paper, NCA, Public Relations Division, 1995, 1997, 1998, 1999, 2000, and 2002

Top Dissertation Award by ICA's Public Relations Interest Group, 1990

### ***PROFESSIONAL SERVICE***

Editor of *Corporate Communication: An International Journal* (July 2015 to present)

Co-editor of *Public Relations Inquiry* (2012 to July 2015)

Appointed to the Food and Drug Administration's Risk Communication Advisory Committee (2017-2022)

Editorial board for the *Journal of Public Relations Research*, 1994 to present.

Editorial board for *Public Relations Review*, 2000 to present.

Editorial board for the *Journal of Applied Communication Research*, 2005 to present.

Editorial board for *Management Communication Quarterly*, 2001 to 2003; 2010-2015

Editorial board for *Communication Studies*, 2002 to 2012.

Editorial board of *Communication Research Reports* 2004 to 2016.

Editorial board for the *International Journal of Strategic Communication*, 2006 to present.

Editorial board for *Communication Research*, 2007=2009.

Reviewer for the *Journal of Business Communication*, 1994 to 1997.

Reviewer for *Communication Yearbook*, 1997, 1998, and 1999.

Sub-Editor for *Encyclopedia of Public Relations*, Sage.

Co-Chair for 2004 Eastern Communication Association Pre-conference on Crisis Communication.

Vice Chair/Planner Public Relations Division, the National Communication Association, 1995-1996; 2003-2004.

Vice Chair of Public Relations Interest Group, Central States Communication Association, 1995-1996.

Chair of Public Relations Interest Group, Central States Communication Association, 1996-1997.

Chair of Public Relations Division, the National Communication Association, 1996-1997; 2004-2005.

Legislative Council of NCA, 1997 & 1998; 2005 & 2006.

PRSA Task Force on Public Relations Education, 1997 to 1999.

Pedagogy Task Team Co-Chair for the 1998 PR Summer Conference.

Coordinator of the 1999 NCA Pre-Conference on Public Relations Pedagogy.

Coordinator of the 2005 NCA Pre-Conference on Integrating Research and Outreach in Crisis and Risk Communication.

Coordinator of the 2007 NCA Pre-Conference on Learning to Thrive when You Teach Public Relations Courses: Public Relations Boot Camp.

Body of Knowledge Project for PRSA, 1998 to 2002.

Chair of Body of Knowledge project for PRSA 2000 to 2002.

Secretary of the Public Relations Division, Speech Communication Association, 1991 to 1994.

Invited participant to the National Communication Association/National Science Foundation "Communicating about Science" Workshop.

## ***TEACHING***

### *APPOINTMENTS*

Purdue University, Graduate Assistant	1982 to 1988
Illinois State University, Faculty Associate Professor (Tenured)	1988 to 1999 1995 to 1999
Guest Lecturer at Norwegian School of Marketing	Fall 1992
Clemson University, Associate Professor (Tenured)	1999 to 2000
Wayne State University, Associate Professor	2000 to 2002
Visiting Scholar Pepperdine University	Summer 2001, 2002 & 2005
Guest Lecturer Aarhus School of Business	November 2008
Eastern Illinois University, Associate Professor Tenured Full Professor	2003 to 2010 2007 2008
University of Central Florida Tenured and Full Professor	2010 to 2015 2010
Fulbright Scholar/Teacher Tallin University, Tallin, Estonia	2013
NEMO Professor, Lund University, Helsingborg Campus	Fall 2013
Texas A&M University Tenured and Full Professor	2015 2015
Aarhus University (Denmark) Honorary Professor	Fall of 2015

### *SAMPLE COURSES TAUGHT*

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

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

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

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

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

### *GRADUATE STUDENT COMMITTEE WORK*

Served on 8 dissertation committees, 3 as chair

Served on 27 thesis committees, 8 as chair.

Served on 14 comprehensive exam committees.

Served on eight dissertation committee as outside reader or outside member in Finland, Australia, Belgium, Estonia, South Africa, and Portugal.

### *TEACHING WORKSHOPS*

Coordinator of NCA Short Course Using Case Studies as a Teaching Tool in Public Relations.  
November, 2004.

Coordinator of NCA Short Course Teaching the College Course in Public Relations Writing,  
November, 2003.

Coordinator of NCA Short Course Teaching the College Course Introduction/Principles of  
Public Relations, November, 2003 & 2007.

## ***JOURNAL PUBLICATIONS***

- Claeys, A.S. & Coombs, W.T. (in press). Crisis Communication: Suboptimal Crisis Response Selection Decisions and Behavioral Economics. *Communication Theory*.
- Coombs, W.T. (in press). Transmedia Storytelling: A Potentially Vital Resource for CSR Communication. *Corporate Communication: An International Journal*.
- Coombs, W. T., & Tachkova, E. R. (in press). Scansis as a unique crisis type: theoretical and practical implications. *Journal of Communication Management*.
- Verçiç, A.T., D. Verçiç, & Coombs, W.T. (2018). Convergence of crisis response strategy and source credibility: Who can you trust. *Journal of Contingencies and Crisis Management*.
- Coombs, W. T., & Holladay, S. J. (2018). Innovation in public relations theory and practice: A transmedia narrative transportation (TNT) approach. *Journal of Communication Management*, 22(4), 382-396.
- Coombs, W.T. & Holladay S.J. (2018). Social issues qua wicked problems: the role of strategic communication in social issues management. *Journal of Communication Management*, 22(1), 79-95.
- Coombs, W. T., & Laufer, D. (2018). Global Crisis Management—Current Research and Future Directions. *Journal of International Management*.
- Yehya, N. A., & Coombs, W. T. (2017). Catalytic defiance as a crisis communication strategy: The risk of pursuing long-term objectives. *Business Horizons*, 60(4), 463-472.
- Coombs, W.T. (2017). Origin Stories in CSR: Genesis of CSR at British American Tobacco. *Corporation Communication: An International Journal*, 22(2), 178-191.
- Bundy, J., Pfarrer, M. D., Short, C. E., & Coombs, W. T. (2017). Crises and Crisis Management Integration, Interpretation, and Research Development. *Journal of Management*, 43(6), 1661-1692.
- Coombs, W. T., Holladay, S. J., & Claeys, A. S. (2016). Debunking the myth of denial's effectiveness in crisis communication: context matters. *Journal of Communication Management*, 20(4), 381-395.
- Coombs, W. T. (2016). Reflections on a meta-analysis: Crystallizing thinking about SCCT. *Journal of Public Relations Research*, 28(2), 120-122.
- Coombs, W. T. (2015). What Equivocality Teaches Us about Crisis Communication. *Journal of Contingencies and Crisis Management*, 23(3), 125-128.

- Coombs, W. T. (2015). The value of communication during a crisis: Insights from strategic communication research. *Business Horizons*, 58(2), 141-148.
- Coombs, T., & Holladay, S. (2015). CSR as crisis risk: expanding how we conceptualize the relationship. *Corporate Communications: An International Journal*, 20(2), 144-162.
- Coombs, W. T., & Holladay, S. J. (2015). Public relations' "relationship identity" in research: Enlightenment or illusion. *Public Relations Review*, 41(5), 689-695.
- Coombs, W.T., & Holladay, S.J. (2014). How publics react to crisis communication efforts: Comparing crisis response reactions across sub-arenas. *Journal of Communication Management*, 18(1), 40-57.
- Coombs, W.T., & Holladay, S.J. (2013). The pseudo-panopticon: the illusion created by CSR related transparency and the internet. *Corporate Communications: An International Journal*, 18(2), 212-227.
- Heath, R.L., Coombs, W.T., Edwards, L., Palenchar, M.J., & McKie, D. (2013). Shaping the field: Bob Heath and the two volumes of the *Encyclopedia of Public Relations*. *Public Relations Review*.
- Holladay, S.J., & Coombs, W.T. (2013). Successful prevention may not be enough: A case study of how managing a threat triggers a threat. *Public Relations Review*, 39(5), 451-458.
- Holladay, S.J., & Coombs, W.T. (2013). The great automobile race of 1908 as a public relations phenomenon: Lessons from the past. *Public Relations Review*, 39(2), 101-110.
- Holladay, S.J., & Coombs, W.T. (2013). Public relations literacy: Developing critical consumers of public relations. *Public Relations Inquiry*, 2(2), 125-146.
- Coombs, W.T. & Holladay, S.J. (2012). Fringe public relations: How activism moves critical PR toward the mainstream. *Public Relations Review*, 38(5), 880—887.
- Coombs, W.T., & Holladay, S.J. (2012). Amazon.com's Orwellian nightmare: exploring apology in an online environment. *Journal of Communication Management*, 16(3), 280 – 295.
- Coombs, W.T. & Holladay, S.J. (2012). The paracrisis: The challenges created by publicity managing crisis prevention. *Public Relations Review*, 38(3), 408-415.
- Coombs, W.T. & Holladay, S.J. (2012). Privileging an activist vs. a corporate view of public relations history in the U.S. *Public Relations Review*, 38(3), 347—353.
- Coombs, W.T. & Holladay, S.J. (2011). Self-regulatory Discourse: Corrective or Quiescence? *Management Communication Quarterly*, 25(3), 494-510.

- Coombs, W.T. & Holladay, S.J. (2011). An Exploration of the Effects of Victim Visuals on Perceptions and Reactions to Crisis Events, *Public Relations Review*, 37(2), 115-120.
- Coombs, W.T., Frandsen, F., Holladay, S.J., & Johansen, W. (2010). Why a concern for apologia and crisis communication? *Corporate Communications: An International Journal*, 15(4), 337-349.
- Coombs, W.T. (2010). Sustainability: A New and Complex “Challenge” for Crisis Managers. *International Journal of Sustainable Strategic Management*, 2(1), 4-16.
- Coombs, W.T., & Holladay, S.J. (2009). Cooperation, co-optation or capitulation: Factors shaping activist-corporate partnerships. *Ethical Space: The International Journal of Communication Ethics*, 6(2), 23-29.
- Coombs, W.T., & Holladay, S.J. (2009). Corporate social responsibility: Missed opportunity for institutionalizing communication practice? *International Journal of Strategic Communication*, 3(2), 93-101.
- Coombs, W.T. , & Holladay, S.J. (2009). Further Explorations of Post-Crisis Communication: Effect of Media and Response Strategies on Perceptions and Intentions. *Public Relations Review*, 35, 1-6.
- Coombs, W.T. , & Holladay, S.J. (2008). Comparing Apology to Equivalent Crisis Response Strategies: Clarifying Apology’s Role and Value in Crisis Communication. *Public Relations Review*, 34, 252-257.
- Coombs, W.T. , & Holladay, S.J. (2007). The Negative Communication Dynamic: Exploring the Impact of Stakeholder Affect on Behavioral Intention. *Journal of Communication Management*, 11(4), 300-312.
- Coombs, W.T. (2007). Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. *Corporate Reputation Review*, 10(3), 163-177.
- Coombs, W.T. (2007). Attribution Theory as a Guide for Post-Crisis Communication Research. *Public Relations Review*, 33, 135-139.
- Coombs, W.T. & Holladay, S.J. (2006). Halo or Reputational Capital: Reputation and Crisis Management. *Journal of Communication Management*, 10(2), 123-137.
- Laufer, D., & Coombs, W.T. (2006). How should a company respond to a product-harm crisis? The Role of corporate reputation and consumer-based cues. *Business Horizons*, 49, 379-385.
- Coombs, W.T. (2006). The protective powers of crisis response strategies: Managing reputational assets during a crisis. *Journal of Promotion Management*, 12, 241-260.

- Coombs, W.T. (2004). Structuring crisis discourse knowledge: The West Pharmaceuticals case. *Public Relations Review*, 30, 467-474.
- Coombs, W.T. & Holladay, S.J. (2004). Understanding the aggressive workplace: Development of the workplace aggression tolerance questionnaire. *Communication Studies*, 55, 481-497
- Coombs, W.T. (2004). Impact of past crises on current crisis communications: Insights from situational crisis communication theory. *Journal of Business Communication*, 41, 265-289.
- Coombs, W.T. (2002). Deep and surface threats: Conceptual and practical implications for “crisis” vs “problem.” *Public Relations Review*, 28, 339-345.
- Coombs, W.T. (2002). Assessing online issue threats: Issue contagions and their effect on issue prioritization. *Journal of Public Affairs*, 2, 215-229.
- Coombs, W.T. & Holladay, S.J. (2002). Helping crisis managers protect reputational assets: Initial tests of the situational crisis communication theory. *Management Communication Quarterly*, 16, 165-186.
- Coombs, W.T. (2002). Employer surveillance: Avoiding unintended, negative consequences. *Business Briefing: Global Security Systems*, 2-4.
- Coombs, W.T. (2001, Fall). Designing post-crisis messages: Lessons for crisis response strategies. *Review of Business*, 37-41.
- Coombs, W.T. (2001). Teaching the crisis management/communication course. *Public Relations Review* 27, 89-101.
- Coombs, W.T. & Holladay, S.J. (2001). An extended examination of the crisis situation: A fusion of the relational management and symbolic approaches. *Journal of Public Relations Research*, 13, 321-340.
- Coombs, W.T., & Schmidt, L. (2000). An empirical analysis of image restoration: Texaco’s racism crisis. *Journal of Public Relations Research*, 12, 163-178.
- Coombs, W.T. (1999). Information and compassion in crisis responses: A test of their effects. *Journal of Public Relations Research*, 11, 125-142.
- Coombs, W.T., & Rybacki, K. (1999). Public relations education: Where is pedagogy? *Public Relations Review*, 25, 55-64.
- Coombs, W.T. (1998). The internet as potential equalizer: New leverage for confronting social irresponsibility. *Public Relations Review*, 24, 289-304.(Special issue on Technology and Corporate Citizenship).



- Coombs, W.T. (1998). An analytic framework for crisis situations: Better responses from a better understanding of the situation. *Journal of Public Relations Research*, 10, 177-191.
- Coombs, W.T., & Cutbirth, C.W. (1998). Mediated political communication, the Internet, and the new knowledge elites: Prospects and portents. *Telematics and Informatics*, 15, 203-217.
- Coombs, W.T., & Holladay, S.J. (1996). Communication and Attributions in a Crisis: An Experimental Study in Crisis Communication. *Journal of Public Relations Research*, 8, 279-295.
- Coombs, W.T. (1995). Choosing the right words: The development of Guidelines for the Selection of appropriate" crisis response strategies. *Management Communication Quarterly*, 8, 447-476.
- Coombs, W.T. Holladay, S., Hasenaur, G., & Signitzer, B. (1994). A comparative analysis of international public relations: An identification and interpretations of differences and similarities between professionalization in Austria, Norway, and the U.S. *Journal of Public Relations Research*, 6, 23-40.
- Coombs, W.T. (1993). Examining the philosophical underpinnings: Ramifications of a pluralism paradigm. *Public Relations Review*, 19, 111-119.
- Coombs, W.T. (1992). The failure of the task force on food assistance: A case study of the role of legitimacy in issue management. *Journal of Public Relations Research*, 4, 101-122.
- Holladay, S.J., Coombs, W.T. (1994). Speaking of visions and visions being spoken: An exploration of the effects of content and delivery on perceptions of leader charisma. *Management Communication Quarterly*, 8, 165-189.
- Holladay, S.J. & Coombs, W.T. (1993). Communicating visions: An exploration of the role of delivery in the creation of leader charisma. *Management Communication Quarterly*, 6, 405-427.
- Signitzer, B., & Coombs, W.T. (1992). Public relations and public diplomacy: Conceptual convergences. *Public Relations Review*, 18, 137-148.
- Stohl, C., & Coombs, W.T. (1988). Cooperation or cooptation: An analysis of quality circle training manuals. *Management Communication Quarterly*, 2, 63-89.

## **BOOKS**

- Billings, A., Coombs, W.T. & Brown, K. (Eds.). (2018). *Reputational Challenges in Sport: Theory and Application*. New York: Routledge.

- Coombs, W. T., Falkheimer, J., Heide, M., & Young, P. (Eds.). (2015). *Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. London: Routledge.
- Coombs, W. T. (Ed.). (2014). *Crisis Communication: Theory Development in Crisis Communication*. London: Sage Publications.
- Coombs, W.T. (2014). *Applied Crisis Communication and Crisis Management*. Thousand Oaks: Sage Publications.
- Coombs, W. T., & Holladay, S. J. (2012). *Managing corporate social responsibility: A communication approach*. Malden, MA: Wiley-Blackwell Publishing.
- Williams, D.E., Olaniran, B.A., & Coombs, W.T. (2012). *Pre-crisis Planning, Communicating, and Managing*. New York: Peter Lang Publishing.
- Coombs, W.T., & Holladay, S. J. (Eds.). (2010). *Handbook of Crisis Communication*. Malden, MA: Blackwell Publishing.
- Coombs W. T., & Holladay, S. J. (2010). *Public Relations Strategy and Application: Managing Influence*. Malden, MA: Blackwell Publishing.
- Coombs, W. T. (Ed.) (2008). *The Handbook of Business Security Volumes 1 and 2*. Westport, CT: Praeger.
- Coombs W. T. & Holladay, S. J. (2007). *It's Not Just PR*. Malden, MA: Blackwell Publishing
- Coombs, W. T. (2006). *Code Red in the Boardroom: Crisis Management as Organizational DNA*. Westport, CT: Praeger.
- Heath, R. L., & Coombs, W. T. (2006). *Today's Public Relations*. Thousand Oaks: Sage Publications.
- Coombs, W. T. (1999). *Ongoing Crisis Communication: Planning, Managing, and Responding*. Thousand Oaks: Sage Publications. [Translated into Chinese language 2001 by Taiwan Mega Publication Co.] [Second Edition 2007] [Third Edition 2011][Fourth Edition 2015] [Fifth Edition 2019]

### **BOOK CHAPTERS**

- Coombs, W.T. & Holladay, S.J. (2018). Activist Stakeholders Challenging Organizations: Enkindling Stakeholder-initiated Engagement. In K. Johnston & M. Taylor (Eds.) *Handbook of Communication Engagement* (pp. 269-284). John Wiley & Sons, Hoboken: NJ.

- Coombs, W.T. (2018). Rhetoric as the Progenitor: The Creation and Expansion of Crisis Communication. In O. Ihlen & R.L. Heath (Eds.) *The Handbook of Organizational Rhetoric and Communication* (pp. 429-438). Malden, MA: Wiley-Blackwell
- Coombs, W.T. (2018). Crisis Communication: The Best Evidence from Research. In R.P. Gephart, C.C. Miller & K.S. Helgesson (Eds.) *The Routledge Companion to Risk, Crisis and Emergency Management* (pp. 51-66). Routledge: New York
- Coombs, W.T. (2018). Athlete Reputational Crises: One Point for Linking Situational Crisis Communication Theory and Sports Crises. In A. Billings, W.T. Coombs and K. Brown (Eds.) *Reputational Challenges in Sport: Theory and Application* (pp. 13-24). New York: Routledge.
- Coombs, W.T., Holladay, S.J., & Tachkova, E.R. (2018). When a Scandal and a Crisis Fuse: Exploring the Communicative Implications of Scansis. In A. Haller, H. Michael, and M. Kraus (Eds.) *Scandalogy: An Interdisciplinary Field* (pp. 172-190). Koln: Herbert von Halen Verlag.
- Bain, M., Coombs, W.T., & Feldman, B. (2018). Skills and Capabilities of the Modern CCO. In R. Bolton, D.W. Stacks & E. Mizrachi (Eds.) *The New Era of the CCO: The Essential Role of Communication in a Volatile World* (pp. 139-152). New York: Business Expert Press.
- Coombs, W.T. (2017). Issues Management. In R. Tench and Y. Yeomans (Eds.) *Exploring Public Relations: Global Strategic Communication* (pp. 330-342). Harlow, UK: Pearson Education.
- Coombs, W.T. (2017). Crisis Public Relations Management. In R. Tench and Y. Yeomans (Eds.) *Exploring Public Relations: Global Strategic Communication* (pp. 343-361). Harlow, UK: Pearson Education.
- Whitten, R. L., & Coombs, W. T. (2017). Crisis Communication. In A.V. Laskin (Ed.) *The Handbook of Financial Communication and Investor Relations* (pp. 23-32). Malden, MA: Wiley-Blackwell.
- Coombs, W.T. (2017). Digital Naturals and the Rise of Paracrises: The Shape of Modern Crisis Communication. In S. Duhé (Ed.) *New Media and Public Relations* (3<sup>rd</sup> ed.) (pp. 281-290). New York: Peter Lang.
- Coombs, W.T. (2017). Revisiting Situational Crisis Communication Theory: The Influences of Social Media on Crisis Communication Theory and Practice. In L. Austin and Y. Jin (Eds.) *Social Media and Crisis Communication* (pp. 21-38). New York: Routledge.
- Coombs, W.T., Claeys, A.S., & Holladay, S.J. (2017). Social Media's Value in Crisis: Channel Effect or Stealing Thunder? In L. Austin and Y. Jin (Eds.) *Social Media and Crisis Communication* (pp. 159-167). New York: Routledge.

- Coombs, W.T. (2017). CSR and Crisis Communication Strategies. In A. Rasche, M. Morsing, and J. Moon (Eds.) *Corporate Social Responsibility: Strategy, Communication, Governance* (pp. 307-327). Cambridge: Cambridge University Press.
- Coombs, W.T. (2016). Digital Naturals and the Effects of Social Media on Disaster Communication. In S. Jayakumar (Ed.) *State, Society and National Security: Challenges and Opportunities in the 21<sup>st</sup> Century* (pp. 183-192). Singapore: World Scientific.
- Coombs, W. T. (2016). Methodological Challenges of International Crisis Communication Research. In A. Schwarz, M.W. Seeger and C. Auer (Eds.) *The Handbook of International Crisis Communication Research* (pp. 456-463). Malden, MA: Wiley Blackwell Publishing.
- Coombs, W.T. & Holladay, S.J. (2015). Digital Naturals and Crisis Communication: Significant Shifts in Focus. In W.T. Coombs, J. Falkheimer, M. Heide, and P. Young (Eds.) *Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. (pp. 54-62). New York: Routledge.
- Coombs, W. T., & Holladay, S. J. (2015). How Activists Shape CSR: Insights from Internet Contagion and Contingency Theories. In Adi, A., Grigore, G., and Crowther, D. (Eds.) *Corporate Social Responsibility in the Digital Age* (pp. 85-97). Emerald Group Publishing Limited.
- Coombs, W. T., & Holladay, S. J. (2015). Two-Minute Drill: Video Games and Social Media to Advance CSR. In In Adi, A., Grigore, G., and Crowther, D. (Eds.) *Corporate Social Responsibility in the Digital Age* (pp. 127-142). Emerald Group Publishing Limited.
- Coombs, W.T., & Holladay, S.J. (2015). Strategic intent and crisis communication: The emergence of a field. In D. Holtzhausen and A. Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 497-507). New York: Routledge.
- Young, P., Coombs, W.T., & Holladay, S.J. (2015). Exploring the Language of Social Media in the Discourse of Public Relations. In W.T. Coombs, J. Falkheimer, M. Heide, and P. Young (Eds.) *Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. (pp. 25-33). New York: Routledge.
- Coombs, W.T. (2014). Nestlé and Greenpeace: The Battle in Social Media for Ethical Palm Oil sourcing. In M.W. DiStaso and D.S. Bortree (Eds.), *Ethical Practices of Social Media in Public Relations* (pp. 126-137). New York: Routledge.
- Coombs, W.T. (2014). Practical Strategies for Recovering Corporate Reputation . In R.C Chandler (Ed.) *Business and Corporate Integrity: Volume 2 Pragmatics* (pp. 173-191). Santa Barbara: Praeger.
- Coombs, W.T. (2013). An Overview of Challenges Facing Collective Apologies: Their Use in

- the Corporate World. In D. Cuypers, D. Janssen, J. Haers, and B. Segaert (Eds.), *Public Apologies between Ritual and Regret* (pp. 229-248). Amsterdam: Rodopi.
- Coombs, T. (2013). Crisis Communication Theory and Corporate Reputation. In C. Carroll (Ed.), *The Handbook of Communication and Corporate Reputation*, (pp. 262-278). Malden, MA: Wiley Blackwell.
- Coombs, T. (2013). Future of Crisis Communication. In A. Thiessen (Ed.), *Handbuch Krisenmanagement* (pp. 395-402). Springer Fachmedien Wiesbaden.
- Coombs, W.T. (2012). Olympic Torch Protests in France, Reactions in China: Carrefour Learns about International Crises. In A.M. George and C.B. Pratt (Eds), *Case Studies in Crisis Communication* (pp. 152-170). New York: Routledge.
- Coombs, W.T. (2012). The Emergence of the Paracrisis: Definition and Implication for Crisis Management. In S. Duhe` (Ed.), *New Media and Public Relations* (2<sup>nd</sup> ed.) (pp. 267-276). New York: Peter Lang Publishing.
- Coombs, W.T. & Holladay, S.J. (2012). Internet Contagion Theory 2.0: How Internet Communication Channels Empower Stakeholders. In S. Duhe` (Ed.), *New Media and Public Relations* (2<sup>nd</sup> ed.) (pp. 21-30). New York: Peter Lang Publishing.
- Coombs, W.T. (2010). Crisis Communication: A Developing Field. In R.L. Heath (ed.). *Handbook of public relations* (2<sup>nd</sup>)(pp. 477-488). Thousand Oaks, CA: Sage.
- Coombs, W.T. (2010). Parameters for Crisis Communication. In W. T. Coombs & S. J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 17-53). Malden, MA: Blackwell Publishing.
- Coombs, W.T. (2010). Crisis Communication and Its Allied Fields. In W. T. Coombs & S. J. Holladay (eds.), *Handbook of Crisis Communication* (pp. 54-64). Malden, MA: Blackwell Publishing.
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Editor for *The Handbook of Business Security* with Praeger, 2008.

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Guest editor for *Public Relations Review* issue on crisis and risk communication.

Co-Guest editor for *Journal of Public Relations Research* issue on crisis communication.

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

### ***COMPETITIVELY SELECTED CONVENTION PAPERS SINCE 2000***

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Coombs, W.T. & Holladay, S.J. (2018). The Conceptual Heritage of Public Relations: Using Public Memory to Explore Constraints and Liberation. Paper presented at the annual meeting of EUPRERA, Aarhus, Denmark, September.

- Claeys, A.S. & Coombs, W.T. (2018). Crisis Communication: Suboptimal Crisis Response Selection Decisions and Behavioral Economics. Paper presented at the annual meeting of EUPRERA, Aarhus, Denmark, September.
- Coombs, W.T. & Tachkova, E. (2018). Scansis as Unique Crisis Type: Theoretical and Practical Implications. Paper presented at the annual meeting of BledCom, Bled, Slovenia, July.
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- Verčič, A. Verčič, D. & Coombs, W.T. (2017). Convergence of Crisis Response Strategy And Source Credibility: Who Can You Trust? Paper presented at the annual meeting of EUPRERA, London, UK, Sept. 2017.
- Coombs, W.T. (2017) Transmedia Storytelling: A Potentially Vital Resource for CSR Communication. Paper presented at the Fourth Annual CSR Communication Conference, Vienna, Austria, Sept. 2017.
- Whitten, R., & Coombs, W.T. (2017). Exploring an organizational secrecy process: converting public information into secrets. Paper presented at 33<sup>rd</sup> Egos Colloquium, Copenhagen, Denmark, June, 2017.
- Coombs, W.T. & Holladay, S.J. (2016). When a Scandal and a Crisis Fuse: Exploring the Communicative Implications of Scansis. Paper presented at the 1<sup>st</sup> International Conference on Scandology, Bamberg, Germany.
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- Coombs, W.T. (2015). Origin Stories in CSR: Genesis of CSR at British American Tobacco. Paper presented at CSRCOM 2015: The 3<sup>rd</sup> International CSR Communication Conference, Ljubljana, Slovenia.

- Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). The Anti-social Nature of U.S. Food Recalls: How Firms avoid Social Media during Food Safety Crises. Paper presented at Crisis4: 4<sup>th</sup> International Conference on Crisis Communication in the 21<sup>st</sup> Century, Helsingborg, Sweden.
- Coombs, W.T. & Holladay, S.J. (2015). The Auto-communication Function of Crisis Communication: Reconsidering the target and Outcomes of Crisis Communication. Paper presented at Crisis4: 4<sup>th</sup> International Conference on Crisis Communication in the 21<sup>st</sup> Century, Helsingborg, Sweden.
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- Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). How Companies use Social Media during Food Recalls. Paper presented at the 18<sup>th</sup> Annual IPPRC, Miami, FL.
- Coombs, W.T. , Dhani, D.& Holladay, S.J. (2015). How Companies use Social Media during Food Recalls “Public Relations Research Showcase” at PRSA Annual Conference, Atlanta, GA.
- Coombs, W.T. & Holladay, S.J. (2015) State of Play between Practice and Academic: Collaborative Obfuscation of Intent. Paper presented at Barcelona Meeting COM#5, Barcelona, Spain.
- Coombs, W.T. (2015). Heath’s Perspectives on Issues Management. Plenary session at Barcelona Meeting COM#5, Barcelona, Spain.
- Young, P. & Coombs, W.T. (2015). Understanding the Digital Naturals: From Theory to Practice. Paper presented at Barcelona Meeting COM#5, Barcelona, Spain.
- Coombs, W.T., Claeys, A.S., & Holladay, S.J. (2014). Social Media’s Value in a Crisis: Channel Effect or Stealing Thunder? CCI Conference on Corporate Communication, Hong Kong, June 3, 2014.
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- Coombs, W.T., & Holladay, S.J. (2013). Moving toward a Stakeholder-centric View of Crisis Communication: Implications for Practice and Society. Paper presented at the annual meeting of the International Communication Association, June 2013, London, UK.
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Coombs, W.T. & Holladay, S.J. (2012). The Great Automobile Race of 1908 as a Public Relations Phenomenon: Lessons from the Past. Paper presented at the International History of Public Relations Conference, July 2011, Bournemouth University, Bournemouth, UK.

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- Coombs, W.T. & Holladay, S.J. (2012). Absolute Verses Reserved Denials: Exploring Variations in Denial as a Crisis Response Strategy. Paper presented at the Fifteenth Annual International Public Relations Research Conference, March 2012 Miami, FL.
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- Coombs, W. T., & Holladay, S. J. (2010, October). CSR, reputation, and crisis: A potentially volatile mix. Paper presented at the 7<sup>th</sup> International Conference on Corporate Identity/Associations Research Group, Hannover, Germany.

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- Coombs, W. T., & Holladay, S. J. (2009, Sept). Transparency = Motivation  $\times$  Activism<sup>2</sup>: Transparency as a Process rather than a Quality. Paper presented at Stirling 21 Conference, Stirling, UK.
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- Coombs, W. T., & Holladay, S. J. (2006, Nov). Further explorations of post-crisis communication: Effects of media and response strategies on perceptions and intentions. Presented at the annual meeting of the National Communication Association, San Antonio, TX.
- Coombs, W. T. (2006, Oct). Business case for Millennium goals: Stakeholder expectation gaps. Paper presented as part of the Virtual Forum for A Global Forum: Business as Agent of World Benefit, Cleveland, OH.
- Coombs, W. T., & Holladay, S. J. (2006, Sept). Privileging stakeholder expectations: A Co-Creation approach to corporate social responsibility. Paper presented at the annual meeting of EUPRERA, Carlisle, UK.
- Coombs, W. T., & Holladay, S. J. (2006, March). Aggression at work: Applying the workplace aggression tolerance questionnaire. Paper presented at the meeting of the Association for Business Communication, Tampa, FL.
- Coombs, W. T. & Holladay, S. J. (2006, March). Effects of Response Strategies and Media on Post-Crisis Perceptions and Intentions. Paper presented at the Ninth Annual International Public Relations Research Conference, Miami, FL.
- Coombs, W. T. & Holladay, S. J. (2005). Internet as mode of resistance: Leveraging internet contagions. Paper presented at the 4<sup>th</sup> Critical Management Studies Conference, Cambridge, UK.
- Coombs, W. T. & Holladay, S. J. (2005). Halo or reputational capital: Reputations and crisis management. Paper presented at The Alan Rawel CIPR Academic Conference 2005, Lincoln, UK.
- Coombs, W. T. & Holladay, S. J. (2005). Silver anvil objectives: What “the best” tell us about

- research. Paper presented at the Eight Annual International Public Relations Research Conference, Miami, FL.
- Coombs, W. T. & Chandler, R. C. (2005). Rethinking post-crisis strategies from a receiver orientation. Paper presented at the Eight Annual International Public Relations Research Conference, Miami, FL.
- Coombs, W. T. & Holladay, S. J. (2004). Understanding the Dynamics of Crisis Framing: An Exploratory Study of the Nature of Crisis Framing. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Coombs, W. T. (2004). A Theoretical Frame for Post-Crisis Communication: Situational Crisis Communication Theory. Paper presented at the 2<sup>nd</sup> Florida State International Symposium on Attribution Theory, Tallahassee, FL.
- Coombs, W. T. & Holladay, S. J. (2004). Crisis Frames and Prior Reputation: Their Effects on Organizational Reputation. Paper presented at 7<sup>th</sup> International Public Relations Research Conference, Miami, FL.
- Coombs, W. T. & Holladay, S. J. (2004). Revealing Reputation's Halo Effect in Crisis Management. Paper presented at 3<sup>rd</sup> International Conference of the Corporate Identity/Associations Research Group, Los Angeles, CA.
- Coombs, W. T. & Holladay, S. J. (2004). Exploratory Study of Stakeholder Emotions: Affect and Crisis Paper presented at the Fourth International Conference on Emotions and Organizational Life, London, UK.
- Coombs, W. T. (2003). Technical or Human-Error: Mutability and Why That Distinction Matters in Crisis Communication. Paper presented at the annual meeting of the National Communication Association, Miami, FL.
- Coombs, W. T. & Youngquist, J. (2003). Preliminary Assessment of the Situational Crisis Communication Theory. Paper presented at the annual meeting of the National Communication Association, Miami, FL.
- Coombs, W. T. (2002) Further Testing of the Symbolic Crisis Communication Theory: An Extend Examination of Crisis History as a Modifier. (Top 4 paper in Public Relations Division). Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Coombs, W. T. & Holladay, S. J. (2002) Understanding the Aggressive Workplace: Development of the Workplace Aggression Tolerance Questionnaire. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Coombs, W. T. (2001). Internet Contagion Theory: Understanding and Predicting Shifts in Organization-Stakeholder Relationships. Paper presented at the

annual meeting of the National Communication Association, Atlanta, GA.

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

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

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

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

Prior to 2000, 53 Competitively Selected Conference Papers.

### ***COMPETITIVELY SELECTED PANEL PRESENTATIONS SINCE 2000***

Coombs, W.T. & Tachkova, E. (2018). The Brightest and Best Academic Research in Public Relations. Presentation at the annual meeting of PRSA, Austin, TX, October.

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

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

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

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

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

Communication Association, Boston, MA.

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

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

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

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

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

Prior to 2000, 12 Competitively Selected Panel Presentations.

### ***VIDEO PODCASTS***

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

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

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

### ***ACADEMIC WORKSHOPS AND PUBLIC LECTURES***

“They Said What?’: Understanding Why Managers Make ‘Bad’ Crisis Communication Choices.” Brian Lamb School of Communication at Purdue University, November 2018.

“Crisis Communication in the Digital Age: New Realities Basics and Advanced.” MM Communication, Trisakti University, Jakarta, Indonesia, November, 2018.

- “A Closer Look at Time in Crisis Communication: When Crisis Communication is ‘Rocket science.’” Keynote at the Spring Research Colloquium, School of Media and Journalism at the University of North Carolina, May 2018.
- “Sports Crisis Communication: An “Industry Effect” on Crisis Communication.” Royal Roads University, Victoria, Canada, March 2018.
- “When a Crisis becomes a Scandal: The Scansis and Crisis Communication.” Lecture for faculty and PhD students at Aarhus University Business School, Denmark, Feb. 2018.
- “When CSR and Crisis Intersect in the Digital World: Paracrisis and CSR as Risk Communication.” Open lecture for students and faculty at the Aarhus University Business School, Denmark, Feb. 2018.
- “The Creation and Evolution of Situational Crisis Communication Theory (SCCT).” Guest lecture in MA-level crisis communication course at the Aarhus University Business School, Denmark, Feb. 2018.
- “The “Social-fiction” of Crisis Communication: The Reverberation of the Digital Naturals.” **Keynote** at Crisis 5: Risk and Crisis Communication in the Digital Age, Lisbon, Portugal, Oct. 2017.
- “New Reality of Crisis Communication: The Effects of Digital Channels and Reputation.” Ocean University of China, Qingdao, China, May 2017.
- “Why Crisis Communication Matters: Cases of the Good, the Bad and the Ugly.” Royal Roads University, Victoria, Canada, March 2017.
- “What Research Can Teach Us: An Evidence-based Approach to Crisis Communication.” Northwestern University Crisis Communication Workshop, December 2016.
- “Strategic Communication in the Age of Digital Naturals: Strategy Still Matters.” **Keynote** delivered at the 1st Annual Conference of the Public Relations Society of China and 9th International Forum on Public Relations & Advertising, Hong Kong, December 2-6, 2016 organized by the Public Relations Society of China (PRSC)
- “Towards Evidence-based Crisis Communication: The Key Insights from Research.” University of Amsterdam , October, 2016.
- “To prepare, or not to prepare, that is the question”: Training College Student for Active Shooters (Delivered with R. Whitten). Presented at the ICA Pre-conference Remembering, Regulating, and Resilience, Fukuoka, Japan, June 2016.
- “Activists and Crisis Communication.” Guest lecture at Mid Sweden University, Sundsvall, (Delivered with S.J. Holladay). Sweden, May, 2016

- “Corporate Communication: An International Journal.” Presentation at the annual meeting of the Corporate Communication Association, New York City, May, 2016
- “Crisis Communication and HR.” Presentation for Executive MBA course, Fox School of Business, Temple University, April 2018.
- “Learning from History: Pivotal Insights from the Development of Crisis Communication Research.” Delivered to the Executive Masters’ Program, Aarhus University, March, 2016.
- “The Role of the Reputation Crisis: Causes and Consequences.” Delivered to the Executive Masters’ Program, Aarhus University, March, 2016.
- “Corporate Socialization: How Social Media and Social Issues can Drive CSR.” **Keynote** at CSRCOM 2015: The 3<sup>rd</sup> International CSR Communication Conference, Ljubljana, Slovenia. September, 2015
- “Digital Naturals as Activists: Superheroes of Dilettantes?” New Media, Modern Democracy Practitioner Forum, Lund University Helsingborg Campus, Helsingborg, Sweden, Oct. 17, 2014
- “Of Plane Crashes and Financial Meltdowns: Crisis Communication in Media and Social Media Networks.” Presentation delivered at Pontifical Catholic University of Argentina, August 25, 2014. (Arranged in behalf of the U.S. Embassy in Argentina).
- “Being a Crisis Communicator in the Digital Age.” Presentation delivered at University of San Andrés, August 27, 2014. (Arranged in behalf of the U.S. Embassy in Argentina).
- “What We Know and What We Need to Know: The Present and Future of Crisis Communication.” Presentation delivered at the Center for Chinese Media and Comparative Communication Research, School of Journalism and Communication, Chinese University of Hong Kong, June 5, 2014.
- “Theory Relates to Practice in Crisis Communication: Quest to Create Knowledge.” Presentation delivered to School of Public Policy and Management, Tsinghua University, Beijing China, May 18, 2014.
- “The Development of Situational Crisis Communication Theory (SCCT).” Presentation delivered at Peking University, May 19, 2014.
- “Social media as mutagens: The changing nature of crises and effects on crisis communication.” Delivered at Gothenburg University, Gothenburg Sweden, January 2014.
- “Getting Published & Building a Research Career.” Research Symposium, Lund University, Helsingborg Campus, Nov. 2013.
- “What Zombies teach us about Social Media Crises: Managing Crises in the Digital Age.”

- Presentation for the NEMO Conference, Lund University, Helsingborg , Oct. 2013.
- “Social Media and Crisis.” Research Symposium, Lund University, Helsingborg Campus, Sept. 2013.
- “Order from Chaos: Understanding the Interplay of Social Media and Crisis Communication.” Keynote at Conference on Crisis and Rhetoric, November 2012, Örebro, Sweden
- “Risk and Crisis in a Dynamic Environment: Crisis Communication in a Wired World.” Opening keynote at EUPRERA Conference 2010, “Communication in a changing society; dynamics, risks and uncertainty,” Jyväskylä, Finland, Sept. 23, 2010.
- “International Crisis Communication.” Closing **Keynote** at Crisis Communication at the Beginning of the 21<sup>st</sup> Century, Ilmenau, Germany, Oct. 10, 2009.
- “Crisis and the Online Worlds.” Part of PhD Seminar delivered at the Aarhus School of Business, University of Aarhus, Aarhus, Denmark, Oct. 7, 2009.
- “Evolution of Crisis Communication: Building Evidence.” Part of PhD Seminar delivered at the Aarhus School of Business, University of Aarhus, Aarhus, Denmark, Oct. 7, 2009.
- “Relationships between Corporate Social Responsibility, Activists, and Public Relation.” (Delivered with S.J. Holladay). Part of research seminar at Mid Sweden University, May 13, 2009.
- “Building and Evidence-Based Approach to Crisis Communication: Past, Present, and Future.” **Keynote** presentation for the 2<sup>nd</sup> International Conference on New Media and Public Relations Innovations - Crisis Communication, Hong Kong, China, Dec. 5, 2008.
- “Improved Advice for Crisis Managers: The Quest for Evidence-Based Crisis Response Guidance.” Presented at the Aarhus School of Business, University of Aarhus, Aarhus, Denmark, Nov. 26, 2008.
- “U.S. Public Relations: Problems and Progress.” (with S. J. Holladay). Presentation for students and faculty, University of Lund, Helsingborg, Sweden, September, 2007.
- “Building a Crisis Sensing Mechanism.” Workshop for the 2007 ISCRAM Conference, Delft, the Netherlands.
- “Training Teams for Success.” Presented at CPM West 2007. Las Vegas, NV. (With S. Holladay)
- “Implications for Crisis Management as Organizational DNA.” Presented at ISCRAM-TIEMS Summer School on Blended Crisis Response Teams. Tilburg, Netherlands.

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

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

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

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

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

### ***PROFESSIONAL WORKSHOPS AND PUBLIC LECTURES***

"Reputation in the Digital Age." Presentation for the CEO Forum, Bank of Indonesia, Jakarta, Indonesia, November, 2018.

"Reputation in a Digital Era." Training session for Indonesia public relations professionals at the International Public Relations Summit, Bali, Indonesia, November, 2018.

"Get Smarter Series: Crisis 101 for Marketers." Presentation for Intel Corporation. July 2018.

"Developing a More Focused Academic-Practitioner PR Research Agenda." Presentation for the Mind the PR Gap Seminar help by Chartered Institute of Public Relations (CIPR), Birmingham, UK, July 2017.

"The Social Life of Crisis Communication: New Realities Basics and Advanced." Webinar for member of the Chartered Institute of Public Relations (CIPR), Birmingham, UK, July 2017.

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

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

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

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



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

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

“Insuring Stakeholders are Assets not Liabilities in a Crisis.” 17<sup>th</sup> EMScom Excellence-in-communication Lecture, Zurich, Switzerland, Oct. 9, 2014

“Public Relations and Institutional Dialogue: A Critical View.” Keynote at CPRPA 4<sup>th</sup> International Public Relations Conference, Buenos Aires, Argentina, August 26, 2014.

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

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

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

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

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

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

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

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

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

- “Crisis Communication at the Executive Level.” Seminar leader at European School of Management and Technology, Berlin, Germany, Nov. 2013.
- “Crisis Management in a “Social” World.” Keynote at PR Week, Jakarta, Indonesia, Oct. 2013.
- “Social Media: Challenges and Opportunities for Authorities Managing Crises.” Keynote at Danish National Police Conference on Social Media, Copenhagen, Sweden, Sept. 2013.
- “Mythbusting Social Media and Crisis Communication: Separating Reality from Hype.” Keynote at the International PR Summit, October 2012, Bali, Indonesia.
- “Food Protection as Risk and Crisis Communication.” Presentation for Daesang Corporation, June 2012, Seoul, South Korea.
- “US Food Protection Plan and Crisis Communication in Action: Diamond Pet Food.” Presentation for the National Food Safety Information Service(NFSI), June 2012, Seoul, South Korea.
- “The Complexity of Domestic Food Safety: Challenges for Food Safety Related Communication in the USA.” Keynote at 2012 Annual Meeting of Korean Society of Food Science and Technology, June 2012, Daejeon, South Korean.
- “Harnessing Social Media in a National Security Crisis.” Keynote at APPSNO 2012, April 2012, Singapore.
- “Social Media’s Value for Government.” Presentation for the Singapore Police Force, April 2012, Singapore.
- “Crisis Management in Higher Education: Crisis Management as DNA.” Presentation as part of the Peabody Professional Institute, Vanderbilt University, Nashville, TN, July 2009.
- “Public Relations as Managing Influence.” (Delivery with S.J. Holladay). **Keynote** address at Communicare 2009 Sundsvall , Sweden, May 14, 2009.
- “Online Instructive Churn: One Recipe for Turing Lemons into Lemonade.” (with S.J. Holladay). Presentation for The Point of Contention: PRSA International Conference given Oct. 26, 2008, Detroit, MI.
- “Situational Crisis Communication Theory: Informing Crisis Response.” Presentation for Apeland Informasjon (a Norwegian Communication Consultancy) given August 13, 2008, Chicago, IL.
- “Community and Emergency Communication.” Presentation for Department of Energy EPI Subcommittee Meeting, May 2008, Reston, VA.
- “Crisis Management as Organizational DNA.” Presented at CPM West 2006. Las Vegas, NV.

(With S. Holladay)

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

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

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

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

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

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

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

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

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

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

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

“Internet and Public Relations.” Public presentation delivered to the O’Hare Chapter of PRSA (1997).

“Developing Crisis Management Teams.” Federal Aviation Administration (1996).

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

Illinois Aggregate Industry Association (1995).

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

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

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

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

## ***RESEARCH IMPACT***

Top 10 Most Cited Works April 2018

Ongoing crisis communication: Planning, managing, and responding WT Coombs Sage Publications	2419	2014
Protecting organization reputations during a crisis: The development and application of situational crisis communication theory WT Coombs Corporate reputation review 10 (3), 163-176	1215	2007
Choosing the right words: The development of guidelines for the selection of the "appropriate" crisis-response strategies WT Coombs Management communication quarterly 8 (4), 447-476	907	1995
Helping crisis managers protect reputational assets: Initial tests of the situational crisis communication theory WT Coombs, SJ Holladay Management Communication Quarterly 16 (2), 165-186	834	2002
Communication and attributions in a crisis: An experimental study in crisis communication WT Coombs, SJ Holladay Journal of public relations research 8 (4), 279-295	669	1996
An analytic framework for crisis situations: Better responses from a better understanding of the situation WT Coombs Journal of public relations research 10 (3), 177-191	633	1998
Impact of past crises on current crisis communication: Insights from situational crisis communication theory WT Coombs The Journal of Business Communication (1973) 41 (3), 265-289	493	2004
An extended examination of the crisis situations: A fusion of the relational management and symbolic approaches WT Coombs, SJ Holladay Journal of public relations research 13 (4), 321-340	393	2001
Information and compassion in crisis responses: A test of their effects WT Coombs Journal of public relations research 11 (2), 125-142	367	1999
Unpacking the halo effect: Reputation and crisis management W Timothy Coombs, SJ Holladay Journal of Communication Management 10 (2) 123-137	339	2006

Summary Statistics (from Google Scholar)

h-index	51
i10-index	83
Total Citations	15,967

***MEDIA INTERVIEWS***

NBC's "Today's Show"  
NPR

*Times of London*

*Time Magazine*

*Business Orlando Magazine*

Fox News (national, background source for a variety of business stories)

Variety of local television news shows in Champaign, IL , Dallas, TX, Houston, TX, and Orlando, FL

Newspapers in Denmark, Finland, Spain, Germany, Japan, and Indonesia

### ***CONSULTING***

2000-2010 Consultant for Communication Resources Northwest, Inc.

Providing services in public relations and training.

2004-2005 Special Consultant to Sarah Lincoln Bush Health Services.

2004 Crisis Media Training for Marathon Ashland Petroleum.

### ***COURSE DEVELOPMENT***

PR and Society, UCF

Crisis Communication, UCF

Public Relations Theory, UCF (MA)

Crisis Management/Communication course, ISU

Introduction to Public Relations, Clemson

Advanced Public Relations, Clemson

Crisis Management/Communication, Clemson

### ***ADDITIONAL SERVICE***

Graduate Program Evaluation, Texas A&M University 2016 to present

Honors Director, Texas A&M University 2016 to present

Member of Internationalization Committee, Texas A&M University 2016 to present

Advisor for International Certificate Program, Texas A&M University 2017 to 2018

Director of Research for the Nicholson School of Communication, 2014

Chair Post Tenure Review Committee, 2012 to 2015

College Mentorship Program 2012-2013

College Tenure and Promotion Committee at University of Central Florida, 2012 to 2015

Institutional Review Board at Eastern Illinois University, 2004 to 2010.

Assistant Director 2009-2010

College Curriculum Committee, 2007 to 2010 (chair 2009-2010).

Departmental Assessment Committee Eastern Illinois University 2004 to 2010 (chair 2009-2010).

Departmental Personnel Committee Eastern Illinois University 2005 to 2008 (chair 2007-2008).

Outside reviewer for ten tenure and promotion to associate professor cases and five promotion to full professor case.

Served on 11 search committees, 3 as chair.

Served 2 years on Dean's Advisory Council (ISU).  
Review board for Sage Series in Public Relations.  
Paper reader for ICA: 1991, 1993, 1994, 1995 & 1996.  
Paper reader for NCA: 2000 & 2004.  
Paper reader for AEJMC: 2008.  
Paper reader for EUPRERA 2011-2018