

Michael J. Palenchar, Ph.D.

Assistant Professor in Public Relations
School of Advertising and Public Relations
College of Communication and Information
University of Tennessee
476 Communications Building
Knoxville, TN 37996-0343
865-974-9082 (w)
865-742-3988 (c)
mpalench@utk.edu

BIOGRAPHY

Michael J. Palenchar, Ph.D., assistant professor and co-director of the Risk and Health Communication Research Unit at the University of Tennessee, has more than two decades of professional and academic public relations experience. Research interests include risk communication and issues management related to industrial and chemical manufacturing, community relations and community awareness of emergency response protocols and manufacturing risks, community right-to-know issues, crisis communication, front groups, and general public relations. He has more than a decade of professional experience working in corporate, nonprofit, and agency environments, and he is also a risk communication and issues management research consultant for clients ranging from *Fortune* 500 companies to local government and nongovernmental agencies. His research has been published in the *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal*, *Environmental Communication*, and *Communication Research Reports*, and his first book with co-author Robert L. Heath entitled *Strategic Issues Management (2nd edition)* was published by Sage in fall 2008. He won the National Communication Association, Public Relations Division's Pride Award for top published article in the field of public relations with co-authors Robert L. Heath in 2000 and with Kathy Fitzpatrick in 2007. He is also the recipient of the University of Tennessee, College of Communication and Information's Faculty Research Award in 2008 and Faculty Service/Outreach Award in 2009, as well as the faculty adviser to the PRSSA Sammie Lynn Puett Chapter.

EDUCATION

Doctor of Philosophy, Mass Communication

University of Florida, Gainesville, FL, December 2005

Alumni Doctoral Fellowship, Office of the President

Concentration: Public Relations

Interdisciplinary Concentration: Health Communication

Research Concentrations: Risk Communication, Issues Management, Public Relations

Certificate of Graduate Studies in Health Communication

Department of Health Science Education, College of Health and Human Performance,
University of Florida, May 2002

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

Chair: Linda Childers Hon, Ph.D.

Masters of Arts, Communication

University of Houston, Houston, TX, December 1997

Ralph Frede Graduate School Scholarship, Houston chapter of the Public Relations Society of America & D.W. Mitchell Academic Scholarship

Concentration: Public Relations

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

Chair: Robert L. Heath, Ph.D.

Bachelor of Arts, Journalism

University of Texas, Austin, TX, December 1988

Concentration: Public Relations

ACADEMIC APPOINTMENTS

Assistant Professor, *University of Tennessee, Knoxville, TN*

College of Communication and Information, School of Advertising and Public Relations

Fall 2005 – Present

*Co-Director of the Risk, Health & Crisis Communication Research Unit,
University of Tennessee*

Instructor (ABD), *University of Tennessee, Knoxville, TN*

College of Communication and Information, School of Advertising and Public Relations

Fall 2004 – Spring 2005

Instructor, *University of Florida, Gainesville, FL*

College of Journalism and Communications

Spring 2001, Summer 2001, Fall 2001, Summer 2004

Teaching Assistant, *University of Florida, Gainesville, FL*

College of Journalism and Communications

Fall 2000

Adjunct, *University of Houston, Tomball College, Houston Community College,
Houston, TX*

Spring 1997 – Summer 2000, Summer 2003, Fall 2003

Graduate Teaching Assistant, *University of Houston, Houston, TX*

School of Communication

Spring 1995 – Fall 1996

UNIVERSITY TEACHING EXPERIENCE

Graduate Courses

Communication and Information Ph.D. Professional Development Seminar
Public Relations Capstone – Masters Professional Projects
Public Relations Management
Public Relations Theory
Special Topics in Public Relations: Crisis Communication
Special Topics in Public Relations: Issues Management
Special Topics in Public Relations: Risk Communication

Undergraduate Courses

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

RELATED PROFESSIONAL EXPERIENCE

Risk Communication and Issues Management Research Consultant

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

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

Assistant Account Executive

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

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

Coordinator of Public Relations and Volunteer Services

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

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

State Public Relations Coordinator

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

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

PUBLICATIONS

Refereed Articles Published in Scholarly Journals

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

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

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

Fitzpatrick, K., & Palenchar, M. J. (2006). Disclosing special interests: Constitutional restrictions on front groups. *Journal of Public Relations Research*, 18(3), 203-224. **Recipient of the National Communication Association, Public Relations Division's Pride Award for best-published article in 2006 – 2007.**

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

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

Heath, R. L., & Palenchar, M. J. (2000). Community relations and risk communications: A longitudinal study of the impact of emergency response messages. *Journal of Public Relations Research*, 12(2), 131-161. **Recipient of the National Communication Association, Public Relations Division's Pride Award for best-published article in 2000 – 2001.**

Books

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

Book Chapters

Palenchar, M. J., Heath, R. L., & Hocke, T. (in press). Corporate (social) responsibility, risk management and communication. In O. Ihlen, J. Bartlett, & S. May (Eds.), *Handbook of Communication and Corporate Social Responsibility*. Wiley Blackwell.

Heath, R. L., & Palenchar, M. J. (in press). Corporate (social) responsibility and issues management: Motive and rationale for issue disclosure and organizational change. In O. Ihlen, J. Bartlett, & S. May (Eds.), *Handbook of Communication and Corporate Social Responsibility*. Wiley Blackwell.

Palenchar, M. J. (in press). Risk communication. In R. L. Heath (Ed.), *Handbook of Public Relations* (2nd ed.). Sage.

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

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

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

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

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

Invited Articles Published in Scholarly Journals

Heath, R. L., Palenchar, M. J., & Taylor, M. (forthcoming). Co-editors for a special edition on external rhetoric. *Management Communication Quarterly*.

- Palenchar, M. J. (forthcoming). Commentary: Advocating narrative without control. *Management Communication Quarterly*.

Encyclopedia Entries

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

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

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

PEER-REVIEWED PRESENTATIONS

Conferences

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

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

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

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

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

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

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

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

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

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

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

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

Palenchar, M. J., & Wright, E. (2007, March). *Crisis and risk communication: A meta-analysis of symbiotic research streams*. Paper presented at the annual meeting of the International Public Relations Research Conference, Miami, FL.

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

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

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

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

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

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

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

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

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

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

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

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

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

Heath, R. L., & Palenchar, M. J. (2001, March). *Risk communication and multicultural publics: Competing, compatible or conflicting cultural narratives*. Paper presented at the annual meeting of the Intercultural Communication Conference, Coral Gables, FL.

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

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

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

Panel Presentations

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

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

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

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

Pre-Conference Workshops

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

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

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

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

University Research Symposiums

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

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

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

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

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

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

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

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

Other Participation in Conferences

Palenchar, M. J. (2009). Discussant, Public Relations Division, National Communication Association, Chicago, IL.

Palenchar, M. J. (2009). Discussant for poster session, Public Relations Division, Association for Education in Journalism and Mass Communications annual conference, Boston, MA.

Palenchar, M. J. (2008). Walking scholar/discussant, Public Relations Division, National Communication Association annual conference, San Diego, CA.

Palenchar, M. J. (2008). Session chair and discussant, International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Beijing, China.

Palenchar, M. J. (2007). Discussant (twice), Public Relations Division, National Communication Association Conference, Chicago, IL.

Palenchar, M. J. (2007). Discussant and conference judge, Public Relations Division, Association for Education in Journalism and Mass Communications, Washington DC.

RESEARCH GRANTS

\$77,000 (approximately) from various private, public and nongovernmental agencies as an independent research consultant, specifically for academic research in conjunction with private consulting projects, since 2004.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PROFESSIONAL PRESENTATIONS & INDUSTRY REPORTS

Presentations

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Industry Reports

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

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

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

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

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

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

HONORS & AWARDS

Research

Second Place, Top Teaching Paper, Public Relations Division, Association for Education in Journalism and Mass Communications, with Karen Freberg, August 2009

Top Student-Faculty Paper, University of Tennessee's College of Communication and Information Research Symposium, with Karen Freberg, February 2009

Faculty Research Award, College of Communication and Information, University of Tennessee, 2008

Top Paper, Public Relations Division, Southern States Communication Association, with Scott Wells, April 2008

Top Student-Faculty Paper, University of Tennessee's College of Communication and Information Research Symposium, with Bernardo Motta, February 2008

Pride Award for Best Published Article, Public Relations Division, National Communication Association, with Kathy Fitzpatrick, November 2007

Top Three Paper, Public Relations Division, National Communication Association, Conference, November 2007

First Place High-Density Research Presentation, Public Relations Division, Association for Education in Journalism and Mass Communications, with John Brummette, August 2007

Top Three Paper, Public Relations Division, International Communication Association, with Robert Heath, June 2006

Top Three Paper, Public Relations Division, National Communication Association Conference, with Robert Heath & Emily Dunn, November 2005

Top Three Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2004

Top Four Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2003

Top Faculty/Student Paper (presented during poster session), Public Relations Division, Association for Education in Journalism and Mass Communication, with Robert Heath, August 2003

Top Conference Paper, Communications Sciences Division for the International, Interdisciplinary Public Relations Research Conference, Public Relations Society of America, with Kathy Fitzpatrick, March 2002

Top Four Student Research Paper, Public Relations Division, Association for Education and Journalism in Mass Communication National Conference, August 2001

Graduate Student Research Award, College of Journalism and Communications, University of Florida, 2001

Pride Award for Best Published Article, Public Relations Division, National Communication Association, with Robert Heath, November 2000

Top Four Paper, Public Relations Division, National Communication Association Conference, with Robert Heath, November 2000

Top Three Paper, National Communication Association Conference, Public Relations Division, with Robert Heath, November 1999

Certificate of Achievement – Academic Research Excellence, Graduate Studies, School of Communication, University of Houston, 1995

Teaching

CCI 150 Content Module Winner, Undergraduate Studies Committee, College of Communication and Information, The University of Tennessee, spring 2007. Included \$200 research award for group proposal, submitted with: Dr. Candace White, Dr. Lisa Fall, Dr. Beth Johnson Avery and Dr. Thomasena Shaw

Take a Campus Leader to Lunch Honor, National Society of Collegiate Scholars, University of Tennessee, Spring 2007

Anderson/CLAS Scholar Faculty Honoree, Fall Academic Convocation, College of Liberal Arts and Sciences, University of Florida, 2002

Outstanding Graduate Student Teaching Award, awarded by the Instructional and Developmental Division, International Communication Association, nominated by the University of Florida's Department of Public Relations, Seoul, Korea, July 2002

Finalist, University Graduate Student Teaching Award, University of Florida, 2002

Top Three Finalist, Tomball College Adjunct Faculty Excellence Award, Tomball College, Spring 2000

Service/Outreach

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

Professional

Addy Award for Best of Show Professional, Advertising Club of Fort Worth, 1990, with Witherspoon & Associates

Addy Award for Best National/Regional Television PSA, Advertising Club of Fort Worth, 1990, with Witherspoon & Associates

Certificate of Achievement for Service, Texas Public Relations Association, 1989

ACADEMIC AND PROFESSIONAL SERVICE

Institutional Service

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

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

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

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

Member, Chancellor's Scholars Selection Committee, University of Tennessee, Spring 2010

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

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

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

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

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

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

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

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

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

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

Faculty Judge, ADV 470: Advertising Campaigns, School of Advertising and Public Relations, University of Tennessee, Fall 2005, Spring 2005, Fall 2007

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

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

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

Member, Technology Committee, College of Communication and Information, University of Tennessee, Fall 2005 – Spring 2006

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

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

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

ADV 380: Advertising Research, Spring 2006

ADV 490: Advertising Management, Spring 2006

ADV 490: Special Topics: Account Planning, Spring 2005

ADV 530: Advertising and Public Relations Research, Spring 2005

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

CCI 560: Special Topics: Ethnographic Research, Spring 2007

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

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

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

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

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

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

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

PR 270: Principles of Public Relations, Fall 2006

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

PR 380: Professional Seminar, Fall 2006

PR 380: Public Relations Professional Seminar, Spring 2006

PR 470: Public Relations Campaigns, Spring 2009

PR 550: Public Relations Strategies, Spring 2007

Disciplinary Service

Reviewed Manuscripts for the Following Publications

Communication Studies, 2003

Corporate Reputation Review (2), 2008, 2009

International Journal of Risk Assessment and Management (2), 2008, 2009

Journal of Public Relations Research (2), 2009, 2010

Management Communication Quarterly, Co-Editor of Special Issue (9), 2010

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

Prism (1), 2009

Reviewed Conference Papers for the Following Organizations

Association for Education in Journalism and Mass Communications, Public Relations Division, 2006, 2007, 2008, 2009

International Communication Association, Public Relations Division, 2005, 2006, 2007, 2008, 2009, 2010

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

National Communication Association, Public Relations Division, 2001, 2003, 2005, 2006, 2007, 2008, 2009

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

Reviewed Manuscripts

- Textbook review for Sage, *Ongoing Crisis Communication (3rd ed.)*, 2010
- Textbook review for Wiley Blackwell, *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*, 2009
- Textbook review for Sage, *Theoretical and Practical Developments in Crisis Communication: Defining and Advancing an Emerging Field*, 2008
- Textbook review for Sage, *Applied Public Relations*, 2007
- Textbook review for Prentice Hall, *Public Relations Practices (6th ed.)*, Prentice Hall, 2005

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

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

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

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

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

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

Professional Service & Affiliations

Member, Communications Advisory Panel, Knox County Mayor's Office, 2008 - present

Academic Associations:

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

Professional Associations:

- Public Relations Society of America, since 2002
- Volunteer Chapter of Public Relations Society of America, since 2004

Research Affiliations:

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

DISSERTATION AND MASTERS COMMITTEES

Dissertations

Current

Angela Pratt, School of Advertising and Public Relations, *committee member*
Karen Freberg, School of Advertising and Public Relations, *committee chair*
Tatjana Hocke, School of Advertising and Public Relations, *committee member*

Completed

Motta, Bernardo. (2009). *The right to know and the fight against toxic environments: The Emergency Planning and Community Right-to-Know Act of 1986*. School of Journalism and Electronic Media, *committee member*.

Kim, Sora. (2008). *The synergistic influences of corporate communication strategy on consumer responses: Assessing the paths of corporate ability, hybrid, and corporate social responsibility strategies*. School of Advertising and Public Relations, University of Tennessee, *committee member*.

Brummette, J. (2008). *University alcohol prevention and public relations organization legitimacy from the parental perspective*. School of Advertising and Public Relations, University of Tennessee, *committee member*.

Wright, Emma. (2008). *How Mexican American women define health: Cultural beliefs and practices in a non-native environment*. School of Advertising and Public Relations, University of Tennessee, *committee member*.

Doctoral Qualifying Exam Committees

Current

Karen Freberg, School of Advertising and Public Relations, *committee chair*
Tatjana Hocke, School of Advertising and Public Relations, *committee member*

Completed

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

Masters Thesis Committees

Completed

Brown, Kenon. (2009, Spring). *The impact of organization-public relations on choosing crisis response strategies*. School of Advertising and Public Relations, University of Tennessee, *committee member*.

Couch, Stacia E. (2006, Fall). *Understanding high school students as an audience for persuasive messages about continuing education*. School of Advertising and Public Relations, University of Tennessee, committee member.

Dunn, Emily. (2004, Spring). *The effect of perceived security against terrorism on support of the chemical industry: Implications for risk communication strategies and Responsible Care*. School of Communication, University of Houston, committee member.

Masters Project Committees

Completed

Page, Sabrina. (2009, fall). *The first choice in education evaluation of state-sponsored education programs in Tennessee: A five-year strategic plan for the Institute for Assessment and Evaluation*. School of Advertising and Public Relations, committee member.

Taylor, Abby. (2009, fall). *A Strategic Plan for Knox County's Pet Friendly Community*. School of Advertising and Public Relations, committee member.

Salemi, Ali. (2009, fall). *Strategic plan for Event Direct: An Internet-based, live-event streaming and social networking company*. School of Advertising and Public Relations, committee member.

Richeson, Jenna. (2009, fall). *A strategic plan for professional development*. School of Advertising and Public Relations, committee member.

Trail, Nick. (2009, fall). *A strategic plan for professional development*. School of Advertising and Public Relations, committee member.

Abbott, Elizabeth. (2008 fall). *Consumers Bankers Association: Issues management campaign*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Feng, Shunning. (2008, fall). *The Consumers Bankers Association: Hit the Books Running in Knox County, Tennessee*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Flesher, Sarah. (2008, fall). *Consumer Bankers Association: Are you ready to FLY – a public awareness campaign to create a more financially literate youth*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Molina, Soraya. (2008, fall). *Consumers Bankers Association: Hit the Books Running public awareness campaign*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Williams, Jill. (2008, fall). *Consumers Bankers Association: Creating a wealth of knowledge*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Zaller, Lauren. (2008, fall). *Hit the Books Running: Tools for success*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Spears, Kate. (2007, Fall). *IdleAire issues management campaign*. School of Advertising and Public Relations, University of Tennessee, committee chair.

McCoy, Chavvah. (2007, Fall). *IdleAire Technologies Corporation: An issues management campaign*. School of Advertising and Public Relations, University of Tennessee, committee chair.

Moreland, Jill K. (2006, Fall). *JDRF dream gala: Strategic communication plan*. School of Advertising and Public Relations, University of Tennessee, committee member.

Black, Scott R. (2006, Fall). *Central Veterinary Hospital strategic communications plan*. School of Advertising and Public Relations, University of Tennessee, committee member.

Lipscomb, Sunny. (2005, Fall). *Understanding the educated sports fan*. School of Advertising and Public Relations, University of Tennessee, committee member.

Emily Marshall. (2005, Fall). *Strategies for effectively reaching and communicating with the ideal stakeholder in higher education*. School of Advertising and Public Relations, University of Tennessee, committee member.

Amy Gibson. (2005, Fall). All for one or one for all? The developments of marketing messages for the UT system and campuses for regional audience. School of Advertising and Public Relations, University of Tennessee, committee member.

Amy Alexander Viars. (2005, Fall). Public relations at the University of Tennessee: Understanding motivations and developing strategies for targeting inactive publics. School of Advertising and Public Relations, University of Tennessee, committee member.