

Henry Seeger, Ph.D.

LEO Lecturer III - Strategic Communication, Marketing, and Public Speaking

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Education

Ph.D., Organizational Communication (2021)

Brian Lamb School of Communication, Purdue University, West Lafayette, IN.

Dissertation: *Community Resilience and Response Following PFAS Contamination*.

Committee: Dr. Stacey Connaughton (co-chair), Dr. Seungyoon Lee (co-chair), Dr. Linda Prokopy, Dr. Patrice Buzzanell (University of Southern Florida, Department of Communication),

M.A., Communication (2018)

School of Communication, Illinois State University, Normal, IL.

Thesis: *Diffusion of Innovations and Public Communication Campaigns: An examination of the 4r Nutrient Stewardship Program*.

Committee: Dr. Caleb Carr (chair), Dr. Pete Smudde, Dr. Rebecca Hayes

B.A., Double Major - Public Communication & Philosophy (2015)

School of Media and Communication & Department of Philosophy, Bowling Green State University, Bowling Green, OH.

Senior Thesis: *The Student and The Educator: Revisiting John Dewey's Pragmatic Method*.**Academic Appointments**

Lecturer III. Department of Communication and Media. College of Literature, Science, and the Arts. University of Michigan. 2023-Currently.

Sloan Foundation Social Science Research Fellow, Purdue Institute for a Sustainable Future, Purdue University, West Lafayette, IN. 2021-2023.

Purdue Systems Fellow, Purdue Systems Collaboratory, Purdue University, West Lafayette, IN. 2019-2021.

Graduate Teaching Assistant, Brian Lamb School of Communication, Purdue University, West Lafayette, IN. 2017-2021.

Graduate Research Assistant, Social Media Analytics Lab. Illinois State University. 2016.

Graduate Teaching Assistant, School of Communication, Illinois State University, Normal, IL. 2015-2017.

Teaching Experience

COM 290: Public Speaking in the Digital Age.	2025
COMM 343: Principles and practices of Public Relations.	2025
COMM 305: Survey in Public Relations. Instructor of Record.	2024
COMM 209: Public Speaking in the Digital Age. Instructor of Record.	2024
COMM 305: Survey in Public Relations. Instructor of Record.	2024
COMM 209: Public Speaking in the Digital Age. Instructor of Record.	2024
COMM 305: Survey in Public Relations	

Instructor of Record.	2024
COMM 209: Public Speaking in the Digital Age	
Instructor of Record.	2024
Communication 253: Introduction to Public Relations.	
Graduate Teaching Assistant.	2023
Communication 114: Foundations of Presentational Speaking.	2021
Instructor of Record.	
Communication 204: Critical Perspectives on Communication	2020
Graduate Teaching Assistant.	
Communication 325: Interviewing Principles and Practices.	2020
Instructor of Record.	
Communication 411: Communication and Social Networks.	2019
Instructor of Record.	
Communication 324: Introduction to Organizational Communication.	2018-2019
Instructor of Record.	
Communication 253: Introduction to Public Relations.	2018
Graduate Teaching Assistant.	
Communication 114: Foundations of Presentational Speaking.	2017-2018
Instructor of Record.	
Communication 229: Foundations of Organizational Communication.	2016
Instructor of Record.	
Communication 110: Communication as Critical Inquiry.	2015-2017
Instructor of Record.	
Communication 229 Foundations of Organizational Communication.	2015-2017
Graduate Teaching Assistant.	

Publications

- Seeger, M. Nowling, W. Seeger, H. (2024). Keystone theories of postcrisis discourse: Communication Theory of Resilience and Discourse of Renewal. *Journal of contingencies and Crisis Management* 32(1).
- Seeger, M. & Seeger, H. (2023). Pandemic Communication: CDC and Who Approaches to Emergency Risk Communication and Emerging Infectious Disease Crises. In Stephen M. Croucher & Audra Diers-Lawson (Eds). *Pandemic Communication*. Routledge.
- Seeger, H. (2022). A Meta-Theoretical Orientation to Crisis Communication. In Coombs, W. T. & Holiday, S. (Eds.), *Handbook of Crisis Communication (2nd edition)*. Wiley-Blackwell.
- Seeger, M. Islam, K. Seeger, H. (2021). Emergency Preparedness and Response for Natural Disasters. In Botan, C. (Ed). *Handbook of Strategic Communication*. Wiley-Blackwell.
- Spence, P. R., Lachlan, K. A., Lin, X., Westerman, D., Sellnow, T. L., Rice, R. G., & Seeger, H. (2019). "Let me squeeze a word in": Exemplification effects, user comments and response to a news story. *Western Journal of Communication*, 83(4), 501-518.
- Seeger, H. Wilson, R. (2018). Diffusion of innovations and public communication campaigns: An examination of the 4R Nutrient Stewardship Program. *Journal of Applied Communications*. 103(2).
- Seeger, M. & Seeger, H. "Core Values." (2018). In Heath, R. L. & Johansen, W. (Eds). *The International Encyclopedia of Strategic Communication*. Wiley.
- Seeger, M. & Seeger, H. (2017). "Don't Drink the water: Warning Communication in a Northern Ohio Water Emergency." In Leiberman, C. Avtgis T. & Rodriguez D. (Eds). *Casing Risk and Crisis Communication*. Kendall Hunt.
- Spence, P.R., Lachlan, K., Sellnow, T., Rice, R. G., & Seeger, H. (2017). "That is so gross and I have to post about it: Exemplification effects and user comments on a news story. *Southern Communication Journal*, 82(1), 27-37.

Grants, Awards, and Honors

NCEC Social Sciences Research Fellowship	2021-2023
Purdue Systems Fellowship	2019-2021
Cassandra Book Scholarship	2019
Dan Millar Top Student Paper Award. Central States Communication Association, Public Relations Division	2018
Del Hilyard Book Award, Bowling Green University	2014

Professional Development

"Designing and conducting a mixed methods dissertation or thesis" workshop at the University of Michigan	2018
Teacher training at Purdue University	2017
Teacher training at Illinois State University	2015

Consulting

Workshop, Speaking with Confidence. LSA Student Ambassadors.	2024
Workshop, Speaking with Skill. LSA Student Ambassadors.	2024
Speaking with Skill. LSA Transfer Student Ambassadors.	2024
Speaking With Skill. LSA Student Ambassadors.	
A Climate Communication Working Group, New Carbon Economy Consortium	2023
Seminar, <i>How to Recover from and Respond to Contamination</i> . Purdue Systems Thinkers.	2022
	2020
Workshop, <i>Positive Workplace Communication</i> , Purdue University Financial Division Employee Retreat.	2018
Communications Intern, Michigan Suburbs Alliance	2014-2015
Communications Intern, Michigan Port Collective	2013-2014

Affiliations/Professional Memberships

National Communication Association
 Central States Communication Association
 International Environmental Communication Association
 Public Relations Society of America

Professional Service

Chair, Communications Advisory Committee, University Senate and Faculty Assembly	2024-2025
Member, Ad-Hoc Working Group on Presidential Communications, Office of the Vice President of Communications	2024-2025
	2024

Member, Undergraduate Curriculum Committee, Department of Communication and Media	2023-2024
Reviewer, Journal of Contingencies and Crisis Management.	2022-2024
Reviewer, Journal of International Crisis and Risk Communication.	2022-2023
Chair, Central States Communication Association, Strategic and Applied Communication Division.	2021-2022
Vice-Chair, Central States Communication Association, Strategic and Applied Communication Division.	2020-2021
Secretary, Central States Communication Association, Strategic and Applied Communication Division.	
Social Chair, Graduate Student Association, Illinois State University.	2014-2015