

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. Patrice Buzzanell (University of Southern Florida, Department of Communication), Dr. Linda Prokopy (Purdue, Department of Forestry and Natural Sciences)

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 and 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.

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.

Working Papers and Projects

- A semantic network examination of organizing around the East Palestine Derailment Event.
Contemporary Methods in Crisis Communication.
- Not Worth the Risk: Public communication for behavioral change in a risk-averse agricultural community.
- Constructing community resilience and response to issues of PFAS contamination.
- Emergency Communication during a Crisis: The role of town meetings in coordinated community response.
- An auto-ethnography of engaged scholarship and Community PFAS Contamination during a global pandemic.

Professional Presentations

- Perspectives on Mega-Crisis Communication: Discourse, Dialogue, and the Path Ahead.
Presented at the Central States Communication Association, 2024.
- Best Practices in the Public Relations and Strat Com Course (Top Panel). Presented at the Central States Communication Association, 2024.
- Methodological Challenges: Studying Crisis Communication During a Crisis. Presented at the National Communication Association, 2022.
- Reconnecting with Regional Action: A Conversation with the Wisconsin Governor’s Task Force on Climate Change. Presented at the Central States Communication Association, 2022.

- Senior Scholars and the Engaged Perspective: Dialogues About Applied Scholarship. Moderator and respondent at the Central States Communication Association, 2022.
- Inspiring Stories about Engaged and Applied Work: A Discussion with The Jack Kay Award Recipients. Moderator and respondent at the Central States Communication Association, 2022.
- Reconnecting Research and Assessment with Strategic Action Against Climate Change (Top Panel). Presented at the Central States Communication Association, 2022.
- Short Course 10: Incorporating Networks Perspectives into Communication Courses. Presented at the Central States Communication Association, 2022.
- Carrying water for one's community: A Socio-ecological examination of a water crisis response. Presented at the National Communication Association, 2021.
- Sense-making and community resilience at the Town Hall: the role of community spaces in response to water-related health crises. Accepted for presentation at Central States Communication Association, 2020. (Canceled due to COVID-19 pandemic)
- A meta-theoretical orientation to crisis communication. Presented at the International Crisis and Risk Communication Conference, 2020.
- Socio-hydrological resilience and response following PFAS contamination in Parchment, MI. Presented at the National Communication Association, 2019.
- "A social and semantic network analysis of Michigan state government communications around issues of PFAS contamination". Accepted for presentation at the Conference on Communication and the Environment, 2019.
- "Bodies of Water: metaphorical constructions of water and health". Accepted for presentation at the Conference on Communication and the Environment, 2019.
- "A social and semantic network analysis of Michigan state government communications around issues of PFAS contamination". Presented at the International Crisis and Risk Communication Conference, 2019.
- "Public Relations Campaigns and the Diffusion of Innovations: An Examination of the 4R Nutrient Stewardship Program". Presented at the National Communication Association, 2018.
- "Let Me Squeeze a Word In: Exemplification Effects, User Comments and Response to a News Story." Sixth author. Presented at the International Communication Association 2018. Prague, May 2018.
- "Water as a crisis communication frame: Droughts, Floods, and Contamination" Presented at the International Crisis and Risk Communication Conference, University of Central Florida, Orland, FL. March 2018. (Domestic Top Student Paper)
- "Public Relations Campaigns and the Diffusion of Innovations: An Examination of the 4R Nutrient Stewardship Program" Presented at the Central States Communication Association. Milwaukee, April 2018 (Top Student Paper in the Public Relations Division)
- "Whose Water? Our Water! An examination of ethical communication surrounding water access following the Detroit Bankruptcy Crisis." Co-author. Presented at the Central States Communication Association, 2016.
- "An examination of Victim Stigmatization in Narratives Surrounding Public Shootings at Sandy Hook, Aurora, and Umpqua Community College." Co-author. Presented at the Central States Communication Association 2016.

- “Burrito-borne illness: a case study of the 2015 multistate E-coli outbreak in Chipotle Mexican Grill restaurants.” Presented at the International Crisis and Risk Communication Conference 2016.
- “Jumpstarting the Motor City: Discourse of Renewal in Detroit’s Post-Crisis Communication.” Co-author. Presented at the National Communication Association 2015.
- “Don’t Drink the Water: Warning Communication in a Northern Ohio Water Emergency.” Co-author. Presented at the Central States Communication Association 2015.
- “International Transparency: An analysis of the public discourse between Presidents Barack Obama and Vladimir Putin concerning the use of chemical weapons in Damascus.” Presented at the Michigan Undergraduate and Graduate Communication Conference 2015.
- “Breaking the Silence: Explaining Why Some Victims of Discrimination Seek Support.” Fourth Author. Presented at the National Communication Association 2014.

Teaching Experience

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

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

A Climate Communication Working Group, New Carbon Economy Consortium Seminar, <i>How to Recover from and Respond to Contamination</i> . Purdue Systems Thinkers.	2022
Workshop, <i>Positive Workplace Communication</i> , Purdue University Financial Division Employee Retreat	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

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