

## UCSB/Comm Rupe Conference *Communicating about COVID-19*

11:00 am – 6:15 pm PT Thursday May 6, 2021  
Zoom Webinar Sessions

Shoreline RSVP for Zoom link: <http://cglink.me/2dD/r1067279>

Program, Abstracts, Presenter Bios & Photos:  
<https://www.comm.ucsb.edu/news/annual/arthur-n-rupe>



11-12:15

### Welcome, Introductions, and Public Communication

#### *Introduction to the Rupe Conference*

**Ronald E. Rice**

**Arthur N. Rupe Professor in the Social Effects of Mass Communication  
Department of Communication, UC Santa Barbara**

#### *Welcome and introductions*

**Charles R. Hale**

**SAGE Sara Miller McCune Dean of Social Sciences  
UC Santa Barbara**

#### *Keynote presentation: Strategic public health communication about COVID-19*

**Van Do-Reynoso**

**Public Health Director, Santa Barbara County, California**

#### *The role of communications in policy-setting during a crisis for consensus-driven decision-making organizations*

**John Longbrake**

**Associate Vice Chancellor for Public Affairs and Communications  
UC Santa Barbara**

*Q&A*

12:30-1:45

### Interpersonal

#### *When almost all our relationships went online:*

#### *The pandemic's stay-at-home effects on mediated interaction and relationships*

**Joseph B. Walther**

**Andrew J. Merolla  
UC Santa Barbara**

#### *The impact of COVID-19 on communication in romantic relationships over time*

**Tammy Afifi**

**Chantel Haughton  
Allison Mazur  
UC Santa Barbara**

#### *How do I say "no"? Rejecting invitations during the COVID-19 pandemic*

**Eryn N. Bostwick, Cleveland State University  
Amy Janan Johnson, University of Oklahoma**

Norah E. Dunbar, UC Santa Barbara (presenter)

Q&A

2:00-3:15

Messages

*Behind the mask:*

*A moral foundations theory perspective*

Claude Miller  
Haijing Ma  
Yifeng Wang  
Doris Acheme  
University of Oklahoma

*Coping with pathogens:*

*The influence of collectivism on self and group protective responses*

Heejung Kim, UC Santa Barbara

*Message designs for the COVID-19 pandemic:*

*Who to blame?*

Haijing Ma  
Claude Miller  
University of Oklahoma

Q&A

3:30-4:45

Media

*Coping with COVID-19:*

*The role of media in reducing stress and enhancing well-being in the early stages of the COVID-19 pandemic*

Robin Nabi, UC Santa Barbara  
Lara Wolfers, Knowledge Media Research Center, Tuebingen, Germany  
Nathan Walter, Northwestern University  
Li Qi, UC Santa Barbara

*How U.S. nonprofit organizations' media use  
influences their responses to the COVID-19 crisis*

Ryan P. Fuller  
California State University Sacramento  
Ronald E. Rice (presenter)  
UC Santa Barbara  
Andrew Pyle  
Clemson University

*Does regional variation in pathogen prevalence predict the use of moralizing language in COVID-19 news?*

Musa Malik  
Frederic Hopp  
Yibei Chen  
Rene Weber  
UC Santa Barbara

Q&A



**5:00-6:15**  
**Organizations**

*Communication challenges of reporting on COVID-19 in New York City*

**Justine Miller**  
**Communication Alumni Council**  
**Journalist, News 12, New York City**

*How mental health is associated with work disruption, change communication, identity threat, and work meaning after COVID-19 policies distinguish between essential and non-essential professions*

**Ronald E. Rice, UC Santa Barbara**  
**Ward van Zoonen, University of Amsterdam, The Netherlands**  
**Claartje L. ter Hoeven, Erasmus University, Rotterdam, The Netherlands**

*Employee wellbeing during COVID-19:  
How companies communicate employee care during a pandemic*

**Jamie Morgan**  
**Communication Alumni Council**  
**Head of Technical Recruiting, Cruise**

**Q&A**