

Curriculum Vitae

William D. Nowling
7626 Dibrova Dr.
Brighton, Michigan 48116
bill.nowling@gmail.com
(313) 310-2484

Education

2024 Ph.D., (Expected) College of Fine, Performing & Communication Arts

Wayne State University, Detroit, Michigan

Concentration: risk & crisis communication; organizational communication; strategic communication; statistics

Dissertation (in progress): Signaling and Enacted Sensemaking in Corporate Social Responsibility Messages: A study of public commitment signals by companies leaving Russia.

Adviser: Dr. Matthew W. Seeger

2018 M.A., College of Fine, Performing & Communication Arts

Wayne State University, Detroit, Michigan.

Concentration: risk & crisis communication; public relations

Thesis: Government communication in the Flint, Michigan water disaster: Sensemaking and emails in official responses to rising risk signals

Committee: Dr. Lee Wilkins (chair), Dr. Matthew Seeger (co-chair)

1992 B.A., Philosophy

University of St. Thomas, St. Paul, Minnesota

Senior thesis: Kierkegaard and the suspension of the ethical in *Fear and Trembling*

Adviser: Dr. Susan Krantz

Academic Positions

**Professor of Practice & Director
Communication Leadership & Strategy**

2023-Pres. Michigan State University. Leads and directs Communication Leadership and Strategy undergraduate major. Teaches courses in strategic and crisis communication. Develops new practice-focused curricula. Establishes and fosters ongoing relationships with program alumni and industry partners.

Instructor of Practice

2022-2023. University of Tennessee: teach public relations and strategic communication courses at graduate and undergraduate levels in asynchronous and synchronous modalities. Contract position.

Part-Time Faculty

2017-2023. Wayne State University: teach public relations, business communication, and public speech courses.

Teaching

Courses Taught:

Undergraduate

Basis Speech (Oral Communication)
Business & Professional Communication
Strategic Communication Principles, Practices & Ethics
Crisis Communication & Rapid Response

Graduate

Strategic Communication Tactics
Strategic Communication Planning
Digital Strategy
Public Relations Campaigns & Issue Management

Teaching Competencies

Strategic communication; public relations; risk & crisis communication; organizational communication; research methods; statistics; public speaking; rhetoric; professional writing & presenting

Peer-Reviewed Publications & Chapters

Seeger, M.W., Nowling, W.D., & Seeger, H.S., (In Press). Keystone Theories of Post-Crisis Discourse: Communication Theory of Resilience and Discourse of Renewal. *Journal of Contingencies and Crisis Management.*

Nowling, W. & Seeger, M. (2021). Communicating death and dying in the COVID 19 pandemic. In H. D. O'Hair, & M. J. O'Hair (Eds.), *Communicating science in times of crisis: The COVID 19 pandemic*. Wiley-Blackwell.

Nowling, W. D., & Seeger, M. W. (2020). Sensemaking and crisis revisited: the failure of sensemaking during the Flint water crisis. *Journal of Applied Communication Research*, 48(2), 270-289.

Juried Conference Papers & Presentations

Nowling, W. D. *Best Practices for the Public Relations and Strat Com Course*. Presented to the Strategic and Applied Communication Interest Group of the Central States Communication Association, 2024 annual conference, Grand Rapids, MI. **Top-Panel**.

Nowling, W. D. *Leaving Russia: An exploratory analysis of corporate divestment statements*. Presented to the International Risk & Crisis Communication Association annual conference, Orlando, FL. (March 2024). **Top-Panel**.

Nowling, W. D. *Information Flow and Organizational Structure in Email Social Networks: A Markov Chain Monte Carlo Analysis of the State of Michigan Emails from the Flint Water Crisis*. Presented to the Applied Communication Division for the National Communication Association annual conference, Seattle, WA (Nov. 2021).

Nowling, W. D. *Putting Risk and Crisis Communication Best Practices to Work: A Case Study of Wayne County, Michigan's COVID-19 Health Communication Campaign*. Presented to the International Crisis & Risk Communication annual conference, Orlando, Fla. (March 2021).

Nowling, W. D. *Longitudinal survey of risk mitigation practices during the COVID-19 pandemic*. Presented to the International Crisis & Risk Communication Conference in Orlando, Fla. (March 2021).

Nowling, W. D. & Seeger, M.W. *Government response in the Flint water contamination disaster: A case study in failures of enacted sensemaking*. Presented at the Applied Communication Division for the National Communication Association annual conference, Salt Lake City, Utah (2018).

Nowling, W. D. *Anger, fear, and whiteness in the making of a national movement: A Burkean analysis Donald J. Trump's presidential campaign announcement address*. Presented at the Political Communication Division for the National Communication Association annual conference, Dallas, Texas (2017).

Nowling, W. D. *Dowsing the Flint water contamination crisis: Using failures in enacted sensemaking to understand the worst manmade drinking water disaster in U. S. history.* Presented at the Public Relations Division for the Central States Communication Association annual conference, Minneapolis, Minnesota (2017).

Nowling, W. D. & Jahng, M. R. *Agenda building and public official communication in the pre-crisis stage of the Flint, Michigan water contamination disaster.* Presented at the Public Relations Division for the International Public Relations Research Conference, Orlando, Florida (2017).

Non-Academic Conference Presentations

2021. *Vaccine Hesitancy in Wayne County: Understanding Key Drivers Across Diverse Communities.* Hot Topics Lecture. Southeast Michigan Center for Health Education.

2021. *Case Study in Communicating Covid-19 in Wayne County.* The PIO and the Right to Know – Detroit’s Crisis Communication Summit. Detroit, MI. (With Matthew W. Seeger).

2017. *Leveraging C-Suite Relationships: Lessons from Detroit’s bankruptcy & restructuring.* Presented at Public Relations Society of America 2017 International Conference, Boston, Mass.

2017. *Lessons from Detroit’s Bankruptcy.* Public Relations Society of America, Detroit Chapter Quarterly Meeting, Livonia, Mich.

2017. Panel on crisis communication best practices. DHL Annual Communication Summit-Americas, Fort Lauderdale, Fla.

2017. Chaired panel on media relations in a social media era. DHL Annual Communication Summit-Americas, Fort Lauderdale, Fla.

Professional Positions (Non-Academic)

2021- Wayne County, Detroit, MI

2020 Director of Communication, Office of the County Executive

Chief communication officer for Michigan’s largest and most diverse county. Strategic leader to county government directors and appointees on all communication matters. Conceptualized and implemented \$5.2 million COVID-19 health safety and vaccination communication campaign. Campaign successful produced statistically significant results in driving down COVID-19 cases in underrepresented and at-risk populations while meeting or beating industry KPIs for reach, engagement, and message penetration.

2020- Lambert & Company, Detroit, MI

2017 Managing Director/Partner

Equity partner in Michigan's largest public relations agency. Member of agency leadership team that directs and manages corporate operations; manages Detroit office with 15 direct-reporting public relations professionals; oversees approximately \$2 million in annual billings; leads agency new business efforts.

2017- Finn Partners, Detroit, MI

2014 Senior Partner

Leads the Detroit office for Finn Partners, one of the fastest-growing independent global public relations agencies. Manages team of 17 public relations professions. Directs new business development, increasing annual billings from \$700,000 to \$2 million in two years.

2014- Office of the Emergency Manager, City of Detroit

2013 Communication Director

Chief communication strategist and spokesman for Detroit's Emergency Manager. Responsible for message strategy and development for city's \$18 billion bankruptcy and restructuring plan. Reports directly to emergency manager and leads a team of communication consultants crafting Detroit's turnaround story for multiple stakeholders, influencers, and local and national media. Manages implementation of city's restructuring plan. Serves as communication liaison to city's Wall Street investment banking and bankruptcy team. Directs crisis communication response for city departments.

2013- Duffey-Petrosky, Farmington Hills, MI

2010 Director of Public Affairs

Leads Influence Communication team providing strategic communication counsel to the agency's largest branding and marketing clients.

2010 Rick Snyder for Michigan Campaign, Ann Arbor, MI

Communication Director

Chief campaign spokesman and communication strategist for Rick Snyder's successful Michigan gubernatorial campaign. Serves as spokesman for Snyder transition team.

2010- Michigan House of Representatives, Lansing, MI

2007 Communication Director

Leads and directs communication efforts for 43-member GOP caucus. Provides strategic message counsel. Serves as media spokesman for House Republican leader and GOP caucus. Directs and implements new media strategies for members. Manages staff of 10.

2007 Sterling Consulting Corporation, Lansing, MI

2005 Director of Media Relations

2005- The Rossman Group, Lansing, MI

2004 Director of Client Services

2004- Michigan, Senate, Office of the Majority Leader, Lansing, MI

2001 Spokesperson

2001- Wayne State University, Detroit, MI

2000 Information Officer IV

2000- Executive Office of the Governor, Lansing, MI

1999- Speechwriter

1999- Michigan Senate, Lansing, MI

1998 Communication Specialist

1998- Self-employed, Brighton, MI

1996 Political Consultant

1996- The Forum, Fargo, ND

1992 Political Reporter

Programming Languages & Statistical Tools

R (Intermediate Level)

Python (Beginning Level)

SPSS (Expert Level)

Power BI (Intermediate Level)

(Last updated on Monday, April 22, 2024)