

# Crisis COMMUNICATION

practical PR strategies for reputation  
management and company survival



Edited by PETER F ANTHONISSEN

# Crisis Communication Practical Pr Strategies For Reputation Management And Company Survival

**Adrienne P. Lamberti, Anne R. Richards**



## **Crisis Communication Practical Pr Strategies For Reputation Management And Company Survival:**

**Crisis Communication** Peter Anthonissen, 2008-09-03 Senior management and leaders within companies embroiled in crisis have learned the hard way what happens when the unthinkable becomes a reality an accident results in death or injury a failed company takeover causes share prices to plummet or toxic food medicines and drinks leads to mass hysteria All attention focuses on the guilty parties and the media can be expected to make this crisis headline news within a matter of hours No company or organisation is immune to crisis Everyday organisations run the risk of being affected However a crisis does not necessarily have to turn into a disaster for the business or organisation involved Crisis Communication provides readers with advice on how to limit damage effectively by acting quickly and positively Moreover it explains how to turn a crisis into an opportunity by communicating efficiently through the use of successful public relations strategies Providing information on accountability crisis communication planning building your corporate image natural disasters accidents financial crises legal issues corporate re organisation food crises dealing with negative press media training and risk managers Crisis Communication is a thorough guide to help prepare your organisation for any future calamities Including international case studies crisis communication checklists and sample crisis preparation documents this book ensures that you are fully prepared for the absolute necessity of proactive crisis communication and proper planning should you be confronted with a crisis

**Social Media and Crisis Communication** Yan Jin, Lucinda L. Austin, 2017-06-27 Social Media and Crisis Communication provides a unique and timely contribution to the field of crisis communication by addressing how social media are influencing the practice of crisis communication The book with a collection of chapters contributed by leading communication researchers covers the current and emerging interplay of social media and crisis communication recent theories and frameworks overviews of dominant research streams applications in specific crisis areas and future directions Both the theoretical and the practical are discussed providing a volume that appeals to both academic minded readers as well as professionals at the managerial decision making level The audience includes public relations and corporate communication scholars graduate students studying social media and crisis communication researchers crisis managers working in communication departments and business leaders who make strategic business communication planning No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains Incorporated in this volume is the recent Social mediated Crisis Communication Model developed by the editors and their co authors which serves as a framework for crisis and issues management in a rapidly evolving media landscape

**Media Industries in Crisis** Vicki Mayer, Noa Lavie, Miranda Banks, 2024-04-02 This edited volume offers a global overview of the immediate impacts the COVID pandemic had on local and national film television streaming and social media industries examining in compelling detail how these industries managed the crisis With accounts from the frontlines Media Industries in Crisis provides readers with a stakeholder framework management lessons and urgent commentaries to

unpack the nature of crisis management and communications The authors show how these industries have not only survived but often thrive amidst a backdrop of critical national and regional emergencies wars financial meltdowns and climate disasters This international collection featuring case studies from 16 countries examines how media industries managed all of these crises successfully rebranding themselves as essential while making power plays in politics economics and culture The chapters reveal key lessons for the meltdowns tectonic shifts and struggles ahead This collection will be of interest to media and communication students particularly those focused on media industries crisis communications and management as well as to practitioners working in media industries

**Marketing Management and Communications in the Public Sector** Martial Pasquier, Jean-Patrick Villeneuve, 2017-08-18 This updated edition of Marketing Management and Communications in the Public Sector provides a thorough overview of the major concepts in public sector marketing and communications two fields that have continued to grow in importance for modern public administrations With extended coverage of topics such as social marketing and institutional communication the authors skilfully build on the solid foundations laid down in the previous edition Replete with real world case studies and examples including new material from the USA Australia and Asia this book gives students a truly international outlook Additional features include exercises and discussion questions in each chapter and an illustrative extended case study This refreshed text is essential reading for postgraduate students on public management degrees and aspiring or current public managers The Open Access version of this book available at <http://www.taylorfrancis.com/books/e/9781315622309> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

*The Handbook of Applied Communication Research* H. Dan O'Hair, Mary John O'Hair, 2020-04-24 An authoritative survey of different contexts methodologies and theories of applied communication The field of Applied Communication Research ACR has made substantial progress over the past five decades in studying communication problems and in making contributions to help solve them Changes in society human relationships climate and the environment and digital media have presented myriad contexts in which to apply communication theory The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues their research implications in various contexts and the challenges and opportunities for using communication to manage problems This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes Volume one introduces ACR explores what is possible in the field and examines theoretical perspectives organizational communication risk and crisis communication and media data design and technology The second volume focuses on real world communication topics such as health and education communication legal ethical and policy issues and volunteerism social justice and communication activism Each chapter addresses a specific issue or concern and discusses the choices faced by participants in the communication process This important contribution to communication research Explores

how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field The Handbook of Applied Communication Research is an invaluable work for advanced undergraduate students graduate students and scholars

**The Routledge Handbook of Tourism Experience Management and Marketing**

Saurabh Kumar Dixit, 2020-05-18 The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co creation Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests the handbook highlights multiple representations and interpretations of the theme It also integrates a selection of illustrative global case studies to effectively present its chapter contents Tourism experience drives the contemporary tourist s behavior as they travel in pursuit of experiencing unique and unusual destinations and activities Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services This handbook focuses on conceptualizing designing staging managing and marketing paradigms of tourism experiences from both supply and demand perspectives It sheds substantial light on the contemporary theories practices and future developments in the arena of experiential tourism management and marketing Encompassing the latest thinking and research themes this will be an essential reference for upper level students researchers academics and industry practitioners of hospitality as well as those of tourism gastronomy management marketing consumer behavior cultural studies development studies and international business encouraging dialogue across disciplinary boundaries

**HCI in Business, Government and Organizations** Fiona Fui-Hoon Nah, Keng Siau, 2020-07-10 This volume LNCS 12204 constitutes the refereed proceedings of the 7th International Conference on Business Government and Organizations HCIBGO 2020 which was held in July 2020 as part of HCI International 2020 in Copenhagen Denmark 1439 papers and 238 posters were accepted for publication after a careful reviewing process The 42 papers presented in this volume are organized in topical sections named digital transformation and intelligent data analysis and social media digital commerce and marketing The conference was held virtually due to the COVID 19 pandemic Chapter The Effect of Queuing Technology on Customer Experience in Physical Retail Environments is available open access under a Creative Commons Attribution 4 0 International License via link [springer.com](https://www.springer.com)

*Advances in Data Science and Intelligent Data Communication Technologies for COVID-19* Aboul-Ella Hassanien, Sally M. Elghamrawy, Ivan Zelinka, 2021-07-23 This book presents the emerging developments in intelligent computing machine learning and data mining It also provides insights on communications network technologies and the Internet of things It offers various insights on the role of the Internet of things against COVID 19 and its potential

applications It provides the latest cloud computing improvements and advanced computing and addresses data security and privacy to secure COVID 19 data      *Encyclopedia of Science and Technology Communication* Susanna Hornig Priest,2010-07-14 The explosion of scientific information is exacerbating the information gap between richer poorer educated less educated publics The proliferation of media technology and the popularity of the Internet help some keep up with these developments but also make it more likely others fall further behind This is taking place in a globalizing economy and society that further complicates the division between information haves and have nots and compounds the challenge of communicating about emerging science and technology to increasingly diverse audiences Journalism about science and technology must fill this gap yet journalists and journalism students themselves struggle to keep abreast of contemporary scientific developments Scientist aided by public relations and public information professionals must get their stories out not only to other scientists but also to broader public audiences Funding agencies increasingly expect their grantees to engage in outreach and education and such activity can be seen as both a survival strategy and an ethical imperative for taxpayer supported university based research Science communication often in new forms must expand to meet all these needs Providing a comprehensive introduction to students professionals and scholars in this area is a unique challenge because practitioners in these fields must grasp both the principles of science and the principles of science communication while understanding the social contexts of each For this reason science journalism and science communication are often addressed only in advanced undergraduate or graduate specialty courses rather than covered exhaustively in lower division courses Even so those entering the field rarely will have a comprehensive background in both science and communication studies This circumstance underscores the importance of compiling useful reference materials The Encyclopedia of Science and Technology Communication presents resources and strategies for science communicators including theoretical material and background on recent controversies and key institutional actors and sources Science communicators need to understand more than how to interpret scientific facts and conclusions they need to understand basic elements of the politics sociology and philosophy of science as well as relevant media and communication theory principles of risk communication new trends and how to evaluate the effectiveness of science communication programmes to mention just a few of the major challenges This work will help to develop and enhance such understanding as it addresses these challenges and more Topics covered include advocacy policy and research organizations environmental and health communication philosophy of science media theory and science communication informal science education science journalism as a profession risk communication theory public understanding of science pseudo science in the news special problems in reporting science and technology science communication ethics      **Reputation Management** Andrew Hiles,2011-12-19 Managing and understanding the value of an organization s reputation is essential in the digital age where the slightest negative incident can go viral and quickly become a major PR containment exercise Reputation management is an integrated part of any organization s risk management plan

so this intangible yet vital asset has to be assessed managed and protected Reputation Management provides advice on how to define and value your organization's reputation and techniques for maintaining and protecting it from risks that may arise on a daily basis This book also covers where the responsibility for reputation management lies risk identification governance aspects and containment and mitigation of a negative event Aimed at the risk manager corporate communicator business strategist auditor and senior manager Reputation Management covers The governance of reputation Measuring and managing reputation Managing and monitoring external perceptions Reputation crisis management Strategic planning and reputation Reputation and investors

**Digital Services in Crisis, Disaster, and Emergency Situations** Oliveira, Lúcia,Tajariol, Federico,Gonçalves, Liliana Baptista,2021-01-29 The contemporary world is characterized by the massive use of digital communication platforms and services that allow people to stay in touch with each other and their organizations On the other hand it is also a world with great challenges in terms of crisis disaster and emergency situations of various kinds Thus it is crucial to understand the role of digital platforms services in the context of crisis disaster and emergency situations Digital Services in Crisis Disaster and Emergency Situations presents recent studies on crisis disaster and emergency situations in which digital technologies are considered as a key mediator Featuring multi and interdisciplinary research findings this comprehensive reference work highlights the relevance of society's digitization and its usefulness and contribution to the different phases and types of risk scenarios Thus the book investigates the design of digital services that are specifically developed for use in crisis situations and examines services such as online social networks that can be used for communication purposes in emergency events Highlighting themes that include crisis management communication risk monitoring digital crisis intervention and smartphone applications this book is of particular use to governments institutions corporations and professionals who deal with crisis disaster and emergency scenarios as well as researchers academicians and students working in fields such as communications multimedia sociology political science and engineering

*Security, Democracy, and Society in Bali* Andrew Vandenberg,Nazrina Zuryani,2020-10-01 This book focuses on how diverse developments are reflected in the rise of the security groups in Bali Indonesia Bali's security groups pose many interesting questions Why did they put up so many huge posters around the streets of southern Bali promoting themselves Are their claims to represent the community plausible or are they gangs How are they shaped by Indonesia's violent past How does Hinduism affect their gender politics Do they promote illiberal populism or ethnic and religious tolerance Does their central role in money politics prevent local democratization Rather than write bottom up history or bring the state back in this collection as a whole draws on the ideas that circulate among leaders These circulating ideas construct contemporary politics around both reinterpretations of old practices and responses to problems around tourism gender populism religion and democracy

Public Relations Crisis Communication Lisa Anderson-Meli,Swapna Koshy,2020-01-02 This book explores the definition nature and context of public relations crises it also examines and defines the main elements of public relations

crises and positions it in the context of the current communication sphere Public Relations Crisis Communication A New Model investigates existing group communication theories including organizational culture critical theory of organizations media ecology public rhetoric and cross cultural communication theory to establish their relevance in the context of the new model of public relations crisis Key concepts from existing public relations crisis theory are also discussed and validated in order to establish prevailing thought Through a case study of Malaysia Airlines MH370 involving a textual analyses of press communications on the Malaysia Airlines website this book scrutinises prevailing theory and definitions Most valuably this book proposes a new definition and model of public relations crisis alongside a suggested extension to existing crisis communication theory in the form of a hierarchy of publics to be addressed during crises This will help to address divergent publics with differing priorities in public relations crisis communication This book is of interest to students teachers researchers and practitioners of public relations communication media and marketing as well as professionals in the aviation industry and international relations

The Palgrave Handbook of Language and Crisis Communication in Sub-Saharan Africa Ernest Jakaza, Hugh Mangeya, Isaac Mhute, 2024-06-17 This handbook provides a detailed and sustained examination of the scope purpose and practical application of crisis and disaster management communication in this critical region of the African continent sub Saharan Africa SSA The volume lays the foundation that enables a nuanced appreciation of two significant issues The first pertains to SSA's vulnerability to both natural and man made phenomena Secondly it argues that communication plays a critical role in so far as the identification social construction raising awareness preparation mitigation and eradication of crises and disasters in the region Communication plays a critical role in potentially reducing the impacts of crises and disasters before their occurrence This handbook is a key resource for academics students and practitioners in areas such as political communication media communication language and communication brand communication social digital media communication and crisis communication among others

**Corporate Identity and Crisis Response**

**Strategies** Olga Bloch, 2014-06-10 The history of crisis management shows that companies embark on particular strategies in response to crisis So why are some companies crisis communication strategies successful while others are not The purpose of this book is to broaden the existing knowledge of crisis response strategies by focusing on corporate identity as one of the factors that is most likely to influence their choice Drawing upon insights from the sensemaking and chaos theories as well as traditional and alternative non European approaches to strategy formation Olga Bloch contends that there is a reciprocal relationship between corporate identity and crisis response strategies This relationship is examined on the example of Toyota Motor Corporation's communication in response to a crisis caused by a series of recalls of its vehicles in 2009 2010

**Academia in Conflict** Adrienne P. Lamberti, Anne R. Richards, 2023-08-12 This book explores communication as a key influence on the trajectory of conflicts and crises in the specific context of academia From the ideological responsibilities of academia to the profit seeking motives of institutions the authors explore challenges facing faculty across multiple disciplines



Critique of the higher education industry is more necessary than ever in the context of academic corporatization and marketization Academia in Conflict reveals how institutional discourses can contribute to or mitigate conflict and crisis offering communication practices that prioritize stakeholder experiences and needs Enduring academic crises are addressed including declines in public funding mental health emergencies and threats to job stability Academia in Conflict provides crucial insights for navigating the challenges of higher education today

**Research Anthology on Fake News, Political Warfare, and Combatting the Spread of Misinformation** Management Association, Information Resources,2020-10-30 With recent headlines around fake news from world leaders and around presidential elections Twitter and other social media platforms being pressured to detect and label misinformation posted on their platforms as well as misinformation around COVID 19 and its vaccine the world has seen an increase in protests policy changes and even chaos surrounding this information This spread of misinformation when left unchecked can turn fiction into fact and result in a mass misconception of the truth that shapes opinions creates false narratives and impacts multiple facets of society in potentially detrimental ways indicating a need for the latest research on how the devastating impacts of this trend how to discern facts from misinformation as well as more information on technological advancements in fake news detection The Research Anthology on Fake News Political Warfare and Combatting the Spread of Misinformation is a compilation of the most comprehensive previously published and highly cited research from prestigious institutions including Columbia University and Stanford University USA which focuses on understanding fake news how it spreads its negative effects and current solutions being investigated While highlighting topics such as fake news trending conspiracy theories media distrust political warfare and detection methods this book is ideally intended for practitioners stakeholders researchers academicians and students interested in the continuing surge of fake news and its at times dangerous results

**The Routledge Handbook of Language and Professional Communication** Vijay Bhatia,Stephen Bremner,2014-02-24 The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field The four main sections of the Handbook cover Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field but also looks to possible future developments Contributions from international scholars and practitioners focusing on specific issues explore the major approaches to professional communication and bring into focus recent research This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication

*Fashion Communication in the Digital Age* Nadzeya Sabatini,Teresa Sádaba,Alessandro Tosi,Veronica Neri,Lorenzo Cantoni,2023-08-08 This is an open access book FACTUM Conference proceedings are the output of one of the few academic

events of its nature happening globally researching fashion communication from different angles and perspectives It includes contributions from scholars studying communication and marketing management digital transformation and cultural heritage among other disciplines This book presents papers from the third bi annual Conference which aims to become the major reference point in the field These proceedings seek to promote theoretical and empirical interdisciplinary work on how various communication practices impact both the fashion industry and societal fashion related practices and values With these proceedings several objectives are aimed to be achieved namely to establish and consolidate an international and interdisciplinary network of scholars in the field of fashion communication to share methodological approaches to expand the dialogue between communications studies and fashion related disciplines to encourage junior researchers to pursue their scientific interests in this field Finally the book can be used by professionals in the field of fashion communication and marketing who are eager to access sound research in a field that is developing very fast due to its digital transformation

*International Development* Seth Appiah-Opoku, 2017-04-26 This book brings together leading researchers in the field of international development to examine issues relating to food security health rural development human development and institutional strengthening in developing countries Based on empirical research the book discusses a variety of topics including nutrition sensitive agricultural development in South Africa household food security in Tanzania medical research in Egypt child mortality in Christian and Islamic countries spot improvement of rural roads in Asia and Africa resilience in natural disaster the relationship between foreign aid and human development in Africa and finally developing competencies for rural development project management through the creation of local action groups in Argentina The book is insightful and serves as an important reference material on international development

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