

Third Edition

Crisis Communications

A Casebook Approach



Kathleen Fearn-Banks

Crisis Communications A Casebook Approach Routledge Communication Series

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Crisis Communications Kathleen Fearn-Banks, 2016-08-05 *Crisis Communications A Casebook Approach* presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations. Demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans, this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis. Author Kathleen Fearn Banks addresses how to choose the best possible words to convey a message, the best method for delivering the message, and the precise and most appropriate audience, in addition to illustrating how to avoid potential mismanagement. The fifth edition of *Crisis Communications* includes updated cases that provide wider coverage of international crises and media technologies. It includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters. New case studies include Police Departments and Community Trust, The Oso Mudslide in Washington, School Shootings, Communications To and For Children, and two additional international case studies: Ebola Strikes Liberia, Firestone Strikes Ebola, and Nut Rage and Korean Airlines. Previous case studies no longer in this edition can be found on the book's companion website, which also includes the Instructor's Manual with exercises in crisis responses, guidelines for crisis manual preparation, and other teaching tools. www.routledge.com/cw/fearnbanks Looking at both classic and modern cases in real world situations, *Crisis Communications* provides students with real world perspectives and insights for professional responses to crises. It is intended for use in crisis communications, crisis management, and PR case studies courses. Also available for use with this text is the Student Workbook to Accompany *Crisis Communications*, providing additional discussion questions, activities, key terms, case exercises, and further content for each chapter.

Crisis Communications Kathleen Fearn-Banks, 2010-10-04 *Crisis Communications* presents case studies of organizational and individual problems that may become crises and the communication responses to these situations. Helping professionals prepare for crises and develop communications plans, the third edition of this essential reference explores critical issues concerning how organizations, companies, and individuals communicate with the news media employees and consumers in times of crisis. Author Kathleen Fearn Banks addresses how to choose the best possible words to convey a message, the best method for delivering the message, and

Crisis Communications Kathleen Fearn-Banks, Kevin Kawamoto, 2024-06-20 Now in its sixth edition, this book provides engaging practice-oriented case studies analyzing communication professionals' crisis preparation and responses, illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis. This edition continues its strength as a student-friendly text that demonstrates how to craft target and deliver messages during crises in order to mitigate further controversy and distress. Classic cases lay the foundation while contemporary cases shed light on cutting-edge practices in use today. Many cases from previous editions have been updated, and new cases added, including the COVID-19 crisis and U.S. vaccination.

campaign Starbucks and racial discrimination at a Philadelphia branch Will Smith and the Academy Awards slap Gander Newfoundland in supporting stranded tourists after the attacks of September 11 2001 and a look at how schools can prepare communication responses to school shootings Each case pays particular attention to the actual and ideal use of social media in the crisis and there is a new section on the important issues of misinformation and disinformation Crisis Communications 6th Edition is intended for courses in crisis communication crisis management disaster response corporate communications and public relations Student and instructor online support materials feature selected previous editions case studies no longer in this edition as well as an Instructor's Manual with suggested activities discussion questions and sample quizzes www.routledge.com/9780367894450 *Student Workbook to Accompany Crisis Communications* Kathleen Fearn-Banks, Kathleen Fearn-Banks, 2016-08-25 No company organization or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan This student workbook reviews the critical terminologies processes and skills needed for understanding and responding to crises It prepares individuals for responding to crises in a variety of contexts and reinforces strategies and tactics to be used during a crisis Chapters include instructive case studies of public relations professionals in crises what they did what they wished they had done and what hampered their progress The exercises provide students with the opportunity to respond to real world crises sharpening their own skills and practicing response behaviors This workbook will serve as a useful tool for all future practitioners

Communicating in Risk, Crisis, and High Stress Situations: Evidence-Based Strategies and Practice Vincent T. Covello, 2021-12-29 COMMUNICATING IN RISK CRISIS AND HIGH STRESS SITUATIONS LEARN THE UNIFYING PRINCIPLES BEHIND RISK CRISIS AND HIGH STRESS COMMUNICATION WITH THIS STATE OF THE ART REFERENCE WRITTEN BY A MAJOR LEADER IN THE FIELD Communicating in Risk Crisis and High Stress Situations Evidence Based Strategies and Practice is about communicating with people in the most challenging circumstances high stress situations characterized by high risks and high stakes The ability to communicate effectively in a high stress situation is an essential communication competency for managers engineers scientists and professionals in every field who can be thrust into demanding situations complicated by stress Whether you are confronting an external crisis an internal emergency or leading organizational change this book was written for you Communicating in Risk Crisis and High Stress Situations brings together in one resource proven scientific research with practical hands on guidance from a world leader in the field The book covers such critical topics as trust stakeholder engagement misinformation messaging and audience perceptions in the context of stress This book is uniquely readable thorough and useful thanks to features that include Evidence based theories and concepts that underlie and guide practice Tools and guidelines for practical and effective planning and application Experience based advice for facing challenges posed by mainstream and social media Provocative case studies that bring home the key principles and strategies Illuminating case diaries that use the author's breadth and depth of experience to create extraordinary learning opportunities The book is a

necessity for managers engineers scientists and others who must communicate difficult technical concepts to a concerned public It also belongs on the bookshelves of leaders and communicators in public and private sector organizations looking for a one stop reference and evidence based practical guide for communicating effectively in emotionally charged situations Written by a highly successful academic consultant and trainer the book is also designed as a resource for training and education

Culture and Crisis Communication Amiso M. George,Kwamena Kwansah-Aidoo,2017-09-18 A collection of case studies from nonwestern countries that offers an analysis of the significant role culture plays in crisis communication Culture and Crisis Communication presents an examination of how politics culture religion and other social issues affect crisis communication and management in nonwestern countries From intense human tragedy to the follies of the rich the chapters examine how companies organizations news outlets health organizations technical experts politicians and local communities communicate in crisis situations Taking a wider view than a single country s perspective the text contains a cross cultural and cross country approach In addition the case studies offer valuable lessons that organizations that wish to operate or are operating in those cultures can adopt in preparing and managing crises The book highlights recent crisis events such as Syria s civil war missing Malaysia Flight MH370 andJapan s Fukushima Daiichi nuclear power plant disaster Each of the case studies examines how culture impacts communication and responses to crises Authoritative insightful and instructive this important resource Analyzes how nonwestern cultures respond to crises Covers the role of culture in crisis communication in recent news events Includes contributions from 18 international authors who provide insight on nonwestern culture and crisis communication Written for communication professionals academics and students Culture and Crisis Communication presents an insightful introduction to the topic of culture and crisis communication and then delves into illustrative case studies that explore intra cultural and trans boundary crisis communication

Communication Pathways in Shaping Society Peter Owar Okello,Megan Danielle,Mohamed Abdul,Namazzi Grace,Alex Kiarie,2025-07-17 TOPICS IN THE BOOK The Role of Media in Covering and Reporting on Conflicts and Peace Agreements in South Sudan A Case study of Newspapers in Juba Effects of News Framing on Public Opinion in United States Role of Communication in Crisis Management A Case Study of Natural Disasters in Sierra Leone Role of Communication in Promoting Health Behavior Change in Uganda Influence of Cultural Norms on Gender Representation in Media in Kenya

Sport Public Relations G. Clayton Stoldt,Stephen W. Dittmore,Mike Ross,Scott E. Bravold,2021 The text provides students and professionals with an understanding of all aspects of sport public relations framing its discussion in terms of a managerial and proactive approach to PR

Elevating Leadership Pelin Kohn,2024-06-17 Elevating Leadership explores the critical importance of innovative pedagogical practices in a world where leadership demands are rapidly changing using experiential learning simulations and technology enabled tools Pelin Kohn provides real world scenarios fosters practical insights and enhances problem solving skills

Crisis Communication and Crisis Management Burton St. John III,Yvette E. Pearson,2016-08-01 Equip your

students with a strong understanding of the essential role that communicators play in moments of crisis and the tools they need to conduct ethically sound crisis management

Social Issues in Sport Communication Terry L. Rentner, David P. Burns, 2023-02-10 Combining theory with practical application this collection of real life provocative case studies on social issues in sports provides students with the opportunity to make the call on ethical and professional dilemmas faced by a variety of sport and communication professionals The case studies examine the successes and failures of communication in the corporate culture of sport intersecting with social issues including race gender religion social media mass media public health and LGBTQ issues Topics include the COVID 19 pandemic the Black Lives Matter movement sexual abuse scandals domestic violence cultural appropriation and mental health Each chapter contextualizes a specific issue presents relevant theory and practical communication principles and leads into discussion questions to prompt critical reflection The book encourages students to view the evidence themselves consider competing ethical and professional claims and formulate practical responses This collection serves as a scholarly text for courses in sport communication business intercultural communication public relations journalism media studies and sport management

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

Report on Chinese Social Opinion and Crisis Management Yungeng Xie, 2019-05-22 This volume focuses on Chinese society in the environment created by new media It offers insights into Chinese public opinion for an international readership and to promote the media literacy and crisis coping capacity of all social sectors by integrating multiple research perspectives including journalism and communication management sociology psychology information security etc The volume is guided by an innovative overarching public opinion research framework as well as qualitative and quantitative research methods and includes in depth studies on the status quo of Chinese social opinion and Internet public opinion the developmental history of Chinese Internet public opinion over the past ten years 2003 2012 the online communication of public events and public satisfaction with the government

The Media Handbook Helen Katz, 2016-08-25 The Media Handbook provides a practical introduction to the advertising media planning and buying processes Emphasizing basic calculations and the

practical realities of offering alternatives and evaluating the plan this sixth edition reflects the critical changes in how advertising in various media is planned bought and sold by today s industry professionals Author Helen Katz looks at the larger marketing advertising and media objectives and follows with an exploration of major media categories covering paid owned and earned media forms including digital media She provides a comprehensive analysis of planning and buying with a continued focus on how those tactical elements tie back to the strategic aims of the brand and the client Also available is a Companion Website that expands The Media Handbook s content in an online forum Here students and instructors can find tools to enhance course studies such as chapter overviews PowerPoint slides and sample questions With its emphasis on real world industry practice The Media Handbook provides an essential introduction to students in advertising media planning communication and marketing It serves as an indispensable reference for anyone pursuing a career in media planning buying and research

Public Relations Campaigns Regina M. Luttrell, Luke W. Capizzo, 2018-02-20 Using a hands on approach this text provides an introduction to the process of creating effective PR campaigns with real examples and contemporary case studies to help the reader develop practical skills

A Primer on Policy Communication in Kazakhstan Basskaran Nair, Saltanat Janenova, Balzhan Serikbayeva, 2019-11-08 This book is a timely publication to address the issue of the government s policy execution capabilities The crux of policy execution is communication to win the hearts and minds of the people particularly with regard to complex policies The book is written as a work manual based on international policy communication best practices and principles interwoven with case studies from Kazakhstan applicable in other Central Asian countries as well The book s wide range of topics cover media management in a technologically savvy society marketing of complexity planning successful campaigns soft power management given the country s aspirations for greater international standing and forward looking advice on crisis management and shareholder communication This is a highly relevant book for the civil service civic organisations commercial entities policy researchers and international organisations working in or planning to work in Kazakhstan and other Central Asian countries

CBRN and Hazmat Incidents at Major Public Events Daniel J. Kaszeta, 2022-11-18 CBRN and HAZMAT Incidents at Major Public Events Provides methods for planning and responding to any potential hazard at major public events newly expanded and updated CBRN and HAZMAT Incidents at Major Public Events explains how to prepare for and react to accidental and deliberate incidents involving chemical biological radiological or nuclear CBRN materials at any High Visibility Event HVE Written by a leading expert with more than 30 years of highly specialized experience in CBRN defense and security this comprehensive guide covers general planning and preparedness training procurement security methods tools and technology incident response and more The fully revised second edition incorporates current best practices new and evolving threats and lessons learned from major events that have occurred over the past 10 years New chapters discuss public affairs and crisis communication CBRN forensics and investigations and social behavioral and psychological issues related to crowd behavior and CBRN responders

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The COVID-19 Pandemic and Risks in East Asia Nobuto Yamamoto, 2022-11-29 Using risk as a conceptual lens this book analyzes how communities across East Asia responded to the disruption unleashed by the COVID 19 pandemic The contributors to this book look at how governments societies and individuals have perceived experienced dealt with and interpreted the pandemic and the transformations it has brought across countries like Japan South Korea Taiwan Vietnam and the Philippines They examine pressing concerns such as infodemic digital health literacy media cynicism telework and digital inequalities in conjunction with issues such as public trust identity formation nationalism and social fragmentation They look at a wide range of questions relating to communication mediation and reactions to the challenges of the pandemic An insightful resource for scholars of risk studies and of East Asian societies the book is also a valuable reference for students and researchers of media and communication studies and sociology

Encyclopedia of Crisis Management K. Bradley Penuel, Matt Statler, Ryan Hagen, 2013-02-14 Although now a growing and respectable research field crisis management as a formal area of study is relatively young having emerged since the 1980s following a succession of such calamities as the Bhopal gas leak Chernobyl nuclear accident Space Shuttle Challenger loss and Exxon Valdez oil spill Analysis of organizational failures that caused such events helped drive the emerging field of crisis management Simultaneously the world has experienced a number of devastating natural disasters Hurricane Katrina the Japanese earthquake and tsunami etc From such crises both human induced and natural we have learned our modern tightly interconnected and interdependent society is simply more vulnerable to disruption than in the past This interconnectedness is made possible in part by crisis management and increases our reliance upon it As such crisis management is as beneficial and crucial today as information technology has become over the last few decades Crisis is varied and unavoidable While the examples highlighted above were extreme we see crisis every day within organizations governments businesses and the economy A true crisis differs from a routine emergency such as a water pipe bursting in the kitchen Per one definition it is associated with urgent high stakes challenges in which the outcomes can vary widely and are very negative at one end of the

spectrum and will depend on the actions taken by those involved Successfully engaging dealing with and working through a crisis requires an understanding of options and tools for individual and joint decision making Our Encyclopedia of Crisis Management comprehensively overviews concepts and techniques for effectively assessing analyzing managing and resolving crises whether they be organizational business community or political From general theories and concepts exploring the meaning and causes of crisis to practical strategies and techniques relevant to crises of specific types crisis management is thoroughly explored Features the electronic version of this allows students to explore customized response plans for crises of various sorts Appendices also include a Resource Guide to classic books journals and internet resources in the field a Glossary and a vetted list of crisis management related degree programs crisis management conferences etc

Communicating Risk and Safety Timothy L. Sellnow, Deanna D. Sellnow, 2023-12-31 The world is wrought with risks that may harm people and cost lives The news is riddled with reports of natural disasters wildfires floods earthquakes hurricanes industrial disasters chemical spills water and air pollution and health pandemics e g SARS H1NI COVID19 Effective risk communication is critical to mitigating harms The body of research in this handbook reveals the challenges of communicating such messages affirms the need for dialogue embraces the role of instruction in proactively communicating risk acknowledges the function of competing risk messages investigates the growing influence of new media and constantly reconsiders the ethical imperative for communicating recommendations for enhanced safety

Unveiling the Power of Verbal Artistry: An Mental Sojourn through **Crisis Communications A Casebook Approach Routledge Communication Series**

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