

# Crisis Communication Tactics



# Crisis Communications

**Kathleen Fearn-Banks**



## **Crisis Communications:**

*Crisis Communications* Kathleen Fearn-Banks, 2010-10-04 *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 examines the steps of choosing the appropriate words to convey a message selecting the method and channels for delivering the message and identifying and targeting the most appropriate publics or audiences She also addresses such important topics as avoiding potential mismanagement of communication in crisis situations Key features of this fourth edition are six new cases including several international crises current discussion of communications technology as it relates to crises a Companion Website [www.routledge.com/textbooks/fearn\\_banks](http://www.routledge.com/textbooks/fearn_banks) with additional cases as well as supplemental materials for students and classroom resources for instructors A Student Workbook is also available for use with this volume providing additional pedagogy for each chapter including discussion questions activities key terms case exercises and worksheets Utilizing both classic and contemporary cases of real world situations *Crisis Communications* provides students in public relations and business with real world perspectives and valuable insights for professional responses to crises It is intended for use in crisis communications crisis management and PR case studies courses

**Mass Notification and Crisis Communications** Denise C. Walker, 2011-12-19 *Mass communication in the midst of a crisis* must be done in a targeted and timely manner to mitigate the impact and ultimately save lives Based on sound research real world case studies and the author's own experiences *Mass Notification and Crisis Communications Planning Preparedness and Systems* helps emergency planning professionals create

**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](http://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

*The Handbook of International Crisis Communication Research* Andreas Schwarz, Matthew W. Seeger, Claudia Auer, 2016-04-18 The Handbook of International Crisis Communication Research articulates a broader understanding of crisis communication discussing the theoretical methodological and practical implications of domestic and transnational crises featuring the work of global scholars from a range of sub disciplines and related fields Provides the first integrative international perspective on crisis communication Articulates a broader understanding of crisis communication which includes work from scholars in journalism public relations audience research psychology political science sociology economics anthropology and international communication Explores the topic from cross national and cross cultural crisis communication approaches Includes research and scholars from countries around the world and representing all regions Discusses a broad range of crisis types such as war terrorism natural disasters pandemic and organizational crises

[Crisis Communication Planning and Strategies for Nonprofit Leaders](#) Brittany "Brie" Haupt, Lauren Azevedo, 2022-11-30 *Crisis Communication Planning and Strategies for Nonprofit Leaders* examines the unique position of nonprofit organizations in an intersection of providing public services and also being a part of Emergency and crisis management practices This text discusses the evolution of crisis communication planning the unique position of nonprofit organizations and the crises they face along with provision of conceptual and theoretical frameworks to generate effective crisis communication plans for nonprofit organizations to utilize within diverse crises Through the use of innovative real life case studies investigating the impact of crisis communication plans this book provides the foundational knowledge of crisis communication planning theoretically supported strategies crisis typology and planning resources Each chapter focuses on critical strategic planning concepts and includes a summary of key points discussion questions and additional resources for each concept With this text nonprofit organizations will be able to strategically plan for organization specific and emergency management related crises develop effective crisis communication plans garner internal and external support and generate assessment strategies to maintain the relevancy of these plans within their future endeavors *Crisis Communication Planning and Strategies for Nonprofit Leaders* offers a new and insightful approach to crisis communication planning to assist nonprofit organizations that are called upon to fulfill a variety of community needs such as sheltering food distribution relief funding family reunification services volunteer mobilization and much more It is an essential resource for nonprofit organizations

**The Handbook of Crisis Communication** W. Timothy Coombs, Sherry J.

Holladay,2022-11-14 The revised and updated new edition of the comprehensive guide to crisis communication research and practice The Handbook of Crisis Communication provides students researchers and practitioners with a timely and authoritative overview of the dynamic field Contributions by an international team of 50 leading scholars and practitioners demonstrate various methodological approaches examine how crisis communication is applied in a range of specific contexts discuss the role of culture and technology in crisis communication and present original research of relevance to the development and evaluation of crisis communication theory Now in its second edition the Handbook covers the latest advances in global crisis communication technology current trends in research and practice social media in crisis communication and more Each of the 38 chapters incorporate new material offering fresh insights into existing areas of crisis communication and explore new and emerging lines of research A wealth of new case studies practical scenarios and in depth analyses of recent crises are integrated throughout Examines traditional applications recent advances and emerging areas in crisis communication Discusses communication approaches for organizational crises disasters political crises and public health crises Provides up to date coverage of the latest terminology methods and research trends in the field Highlights how crisis communication theory and research can inform real world practice Features detailed analyses of crisis communication in major events such as terrorist attacks natural disasters industrial accidents and global pandemics The Handbook of Crisis Communication Second Edition is an excellent textbook for advanced students in public relations and strategic communication programs and a valuable reference for researchers and practitioners in fields such as crisis communication public relations and corporate communication

**Handbook of Risk and Crisis Communication** Robert L. Heath,H. Dan O'Hair,2010-09-28 This handbook features a line of analysis that connects crisis risk and public policy issues into a coherent fabric Each chapter represents the best available research in these areas with insightful notions of where current research and best practices should move in the future

*Crisis Communication* Alan Jay Zaremba,2015-05-18 Crises happen When they do organizations must learn to effectively communicate with their internal and external stakeholders as well as the public in order to salvage their reputation and achieve long term positive effects Ineffective communication during times of crisis can indelibly stain an organization s reputation in the eyes of both the public and the members of the organization The subject of crisis communication has evolved from a public relations paradigm of reactive image control to an examination of both internal and external communication which requires proactive as well as reactive planning There are many challenges in this text for crisis communication involves more than case analysis students must examine theories and then apply these principles This text prepares students by Providing a theoretical framework for understanding crisis communication Examining the recommendations of academics and practitioners Reviewing cases that required efficient communication during crises Describing the steps and stages for crisis communication planning Crisis Communication is a highly readable blend of theory and practice that provides students with a solid foundation for effective crisis communication

*Organizational Crisis Communication* Finn Frandsen, Winni Johansen, 2016-10-19 When a crisis breaks out it's not always just the organization that reacts the news media customers employees trade associations politicians activist groups and PR experts may also respond This book offers a new and original perspective on crisis communication based on the theory of the Rhetorical Arena and the so called multivocal approach According to this approach we gain a more dynamic and complex understanding of organizational crises if we focus not only on the communication produced by the organization but also take into account the many other voices who start communicating when a crisis breaks out It provides An in depth overview of the five key dimensions of organizational crises crisis management and crisis communication A comprehensive introduction to the theory of the Rhetorical Arena and the multivocal approach to crisis communication including some of the most important voices inside the arena A series of important international case studies and case examples in each chapter Suitable for students studying crisis communication modules on corporate communication public relations and management and organization studies courses

*Social Media and Crisis Communication in the Cruise Industry* Ginevra Testa, 2025  
Zusammenfassung This academic monograph examines the crisis communication response strategies employed by the cruise industry on social media following the COVID 19 pandemic Focusing on social media platform X the author conducted a content analysis of the top three cruise lines strategies using NVivo software and assessed public sentiment and emotions through comments using KNIME and R software The findings identify the most effective strategies for generating positive public sentiment and favourable emotions contributing to faster business recovery The book enhances Situational Crisis Communication Theory and offers practical guidance for managers to improve crisis resilience in the face of crises of such magnitude and duration This work uniquely combines corporate and consumer perspectives to assess the effectiveness of crisis communication

*Effective Crisis Communication* Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger, 2017-12-11 This fully updated fourth edition includes the latest theories and innovative approaches for handling crisis and unlike other crisis communication texts explores how effective crisis communication can result in organizational opportunity renewal and growth

*Crisis Communications* Kat Fearn-banks, 2007-02-01 Presents case studies of organizational and individual problems that may become crises Helping professionals prepare for crises and develop communications plans this work explores critical issues concerning how organizations companies and individuals communicate with the news media employees and consumers in times of crisis

*Crisis Communication* Finn Frandsen, Winni Johansen, 2020-08-24 Finn Frandsen and Winni Johansen have won the 2019 Danish communication prize KOM pris for their world class research in organisational crises crisis management and crisis communication This prize is awarded by The Danish Union of Journalists Dansk Journalistforbund and Kforum <http://mgmt.au.dk/nyheder/nyheder/news-item/artikel/finn-frandsen-and-winni-johansen-win-the-kom-pris-2019> The aim of this handbook is to provide an up to date introduction to the discipline of crisis communication Based on the most recent international research and through a series

of levels from the textual to the inter societal level this handbook introduces the reader to the most important concepts models theories and debates within the field of crisis communication Crisis communication is a young and very vibrant field of research and practice It is therefore crucial that researchers students and practitioners have access to presentations and discussions of the most recent research Like the other handbooks in the HOCS series this handbook contains a general introduction a chapter on the history of crisis communication research a series of thematic chapters on crisis communication research at various levels a chapter perspectives a glossary of key terms and lists of further reading for each chapter with references to publications in English German and French Overview Section I Introducing the field General introduction A brief history of crisis management and crisis communication From organizational practice to academic discipline Reframing the field Public crisis management political crisis management and corporate crisis management Section II Between text and context Image repair theory Situational crisis communication theory Influences provenance evolution and prospects Contingency theory Evolution from a public relations theory to a theory of strategic conflict management Discourse of renewal Understanding the theory s implications for the field of crisis communication Making sense of crisis sensemaking theory Weick s contributions to the study of crisis communication Arenas and voices in organizational crisis communication How far have we come Visual crisis communication Section III Organizational level To minimize or mobilize The trade offs associated with the crisis communication process Internal crisis communication On current and future research Whistleblowing in organizations Employee reactions to negative media coverage Crisis communication and organizational resilience Section IV Interorganizational level Fixing the broken link Communication strategies for supply chain crises Reputational interdependence and spillover Exploring the contextual challenges of spillover crisis response Crisis management consulting An emerging field of study Section V Societal level Crisis and emergency risk communication Past present and future Crisis communication in public organizations Communicating and managing crisis in the world of politics Crisis communication and the political scandal Crisis communication and social media Short history of the evolution of social media in crisis communication Mass media and their symbiotic relationship with crisis Section VI Intersocietal level Should CEOs of multinationals be spokespersons during an overseas product harm crisis Intercultural and multicultural approaches to crisis communication Section VII Critical approaches Ethics in crisis communication Section VIII The future The future of organizational crises crisis management and crisis communication For a detailed table of contents please see here

Student Workbook to Accompany Crisis Communications Kathleen Fearn-Banks,2008 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

[Risk and Crisis Communications](#) Pamela (Ferrante) Walaski,2011-07-07 The go to guide for learning what to say and how to say it In this climate of near constant streams of media messages organizations need to know how to effectively communicate risks to their audiences and what to say when a crisis strikes *Risk and Crisis Communications Methods and Messages* is designed to help organizations understand the essential components of communicating about risks during a crisis and it carves out a role for safety health and environmental SH E professionals in the process Covering common theoretical concepts and explaining the positions of noted experts in the field such as Peter Sandman and Vincent Covello the book provides a fundamental understanding of the process behind crafting effective messages for a variety of different situations and explains the consequences of saying the wrong thing to an emotional audience Incorporating numerous case studies including the BP Deepwater Horizon Oil Spill and the 2010 H1N1 pandemic it shows how messages can change the way an audience perceives an event and how they react to it clearly demonstrating how ineffective messages can create untold difficulties for an organization s public image Savvy SH E professionals know that their role in helping to craft risk and crisis messages as well as assisting in the execution of risk communication plans provides a critical path to becoming more valuable members of their organizations *Risk and Crisis Communications Methods and Messages* provides invaluable assistance in helping SH E professionals add value to their organization

*Ongoing Crisis Communication* W. Timothy Coombs,2018-11-29 *Ongoing Crisis Communication Planning Managing and Responding* provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines A truly integrative and comprehensive text this book explains how crisis management can prevent or reduce the threats of a crisis providing guidelines for how best to act and react in an emergency situation The Fifth Edition includes new coverage of social media social networking sites and terrorist threats and includes expanded discussions of internal crisis communication and intuition in decision making

***The Essential Crisis Communications Plan*** Tim O'Brien,2023-08-07 [Crisis Communication Strategies](#) Amanda Coleman,2020-05-03 Crisis communication is high stakes work For communications managers and PR professionals it s likely to be the most stressful time of their working life *Crisis Communication Strategies* is a must have handbook which covers the whole span of the crisis from preparing and laying the groundwork before it occurs during the incident and the aftermath including the move to recovery It guides readers through each phase providing details of what to consider what should be done and tips and checklists for improved responses *Crisis Communication Strategies* equips readers to deal with any kind of crisis whether caused by internal error customer action natural disasters terrorism or political upheaval Supported by case studies and examples from responses to events including the 2011 Norway terror attacks the 2018 British Airways data breach the 2017 Pepsi advert and the 2005 Hurricane Katrina New Orleans

floods the book explores the role of leadership in a crisis and developing a crisis communication response that has people at the heart of it Crisis Communication Strategies is the essential guide for PR and communication professionals to protecting your company and building true long term resilience *The PR Agency Handbook* Regina Luttrell, Luke W. Capizzo, Adrienne A. Wallace, 2026-03-05 An exciting introduction to agency life this insider's view of professional PR firms equips you to create a successful career in the industry **Theorizing Crisis Communication** Timothy L. Sellnow, Matthew W. Seeger, 2020-12-31 Explore the major theories within crisis communication fully revised and updated Theorizing Crisis Communication provides a comprehensive and state of the art review of both current and emerging theoretical frameworks designed to explain the development management and consequences of natural and human caused crises A critique of the many theoretical approaches of crisis communication this volume provides readers with an in depth understanding of the management response resolution and significance of failures in corporate responsibility as well as destructive global events such as pandemics earthquakes hurricanes tsunamis chemical spills and terrorist attacks This second edition contains new theories from related subfields and updated examples references and case examples New chapters discuss metatheoretical considerations and theoretical advancements in the study of social media Throughout the text the authors highlight similarities patterns and relationships across different crisis types and offer insight into the application of theory in the real world Integrating work from organizational studies social sciences public relations and public health this book Covers a broad range of crisis communication theories including those relevant to emergency response risk management ethics resilience and crisis warning development and outcomes Presents theoretical frameworks based on research disciplines including sociology psychology applied anthropology and criminal justice Provides clear and compelling examples of application of theory in contexts such as rhetoric mass communication social media and warning systems Offers a systematic and accessible presentation of topics by explaining each theory describing its applications and discussing its advantages and drawbacks Theorizing Crisis Communication Second Edition is the perfect textbook for advanced undergraduate and graduate students of crisis and risk communication and an importance reference for scholars researchers and practitioners in fields including crisis communication emergency management disaster studies sociology psychology and anthropology

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