

Second Edition

Crisis Communications

A Casebook Approach



Kathleen Fearn-Banks

Crisis Communications A Casebook Approach

Nobuto Yamamoto



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Crisis Communications Kathleen Fearn-Banks, 2007 *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) 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.

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/fearn_banks). 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,2002 A casebook approach to studying crisis communications means learning from the actions of those who have experienced crises What did they expect What actually happened Were they prepared What were their strategies What were their challenges pressures and problems Were the news media adversarial or supportive If they had to do it again what would they do differently These and other questions are answered in the case studies of this second edition Presenting organizational and individual problems that may become crises and the communication responses to these situations this revision of Fearn Banks very successful text presents crisis communication theory including a critique of the communications of White Star Lines after its Titanic sank on its maiden voyage describes ways of determining the most likely and most damaging crises that may strike an organization centers on causes of crisis rumor gotcha television news and the non expert expert and crises caused by the news media gets into the 21st century and cyberspace caused crises including mini cases of rogue Web sites and e mail rumors explains how to communicate with the news media lawyers internal publics or audiences and external publics and includes narrated case studies illustrating how spokespersons and managers used communication in several kinds of crises The text is supplemented by a workbook enabling students to test their knowledge and develop their skills Written as a primer for crisis communications public relations and communications management *Crisis Communications* serves as an essential resource in the practice of public relations and corporate communications **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 **Crisis Communications**

Kathleen Fearn-Banks,1996 **Studyguide for Crisis Communications** Cram101 Textbook Reviews,2014-06-13 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanies 9780415880589 This item is printed on demand **Crisis**

Communications Kathleen Fearn-Banks,2011-01-28 This practical two volume set contains the fourth edition of *Crisis Communications* as well as the updated student workbook which accompanies it The main text presents case studies of

organizational corporate and individual crises and analyzes the communication responses to these situations The student workbook reviews the critical terminologies processes and skills needed for understanding and responding to crises Together these volumes are a valuable resource for students in crisis communications crisis management and public relations case studies courses

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 **Social Media and Crisis Communication in the Cruise Industry** Ginevra Testa, **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 Sport Public Relations and Communication Maria Hopwood, James Skinner, Paul Kitchin, 2012-05-23 An increasingly important element of sport business is the management of the myriad of relationships in which sport entities are involved It is the relationship management aspect of sport which is the unique focus of this book Sport Public Relations and Communication discusses and reformulates the principles of public relations and communications by demonstrating how they can be successfully applied in practice within a sports context Features include discussion customized to apply directly to sports management thoroughly exploring the nuances of the field case studies used throughout the book to illustrate the practical application of theory discussion questions to help formulate and articulate defensible arguments in relation to public relations and communications strategies forging strong links between theory and practice examples used to draw from the authors extensive experience in North America the United Kingdom Europe and Australia and New Zealand providing a well rounded and global understanding of the field This is the first book to explore public relations and communications in the sports industry in a global context It brings together applicable strategies for the sport management or marketing student and provides a concise guide to how public relations and communications strategies and principles can be applied to sport management and marketing issues Digital Communication Management Mark Badham, Vilma Luoma-aho, 2025-09-22 This state of the art textbook provides a wide ranging foundation to communication

management including corporate communication public relations and strategic communication from an exclusively digital and global perspective The book covers the core principles necessary for introductory students of both university and executive programs with a particular focus on how digital technology is shaping communication management in the increasingly volatile environment To help bring theories concepts and challenges to life it features captivating real life stories case examples and studies and insightful Q As with senior practitioners collectively representing almost 40 organizations of various types and sizes from 20 countries across the world Thought provoking exercises and critical and reflective questions contribute to a deeper level of understanding of each chapter s topics These and other pedagogical tools as well as the newly emerging Digital Media Arena DMA Framework orient readers with the fast changing global and volatile world of digital communication management Additionally the book extensively incorporates emerging topics and future trends in communication management e g digital communication hijacking misinformation virtual influencers and AI enabled predictive modeling This book is designed for courses or modules that cover an introduction to communication management corporate communication public relations and or strategic communication in communications and business schools Online resources also accompany the text an author created podcast PowerPoint lecture slides tutorial workshop exercises case studies reading reflection forms quizzes and instructions for assignments case study essay and podcast reflection Please visit the hyperlink www.routledge.com/9781032671307 *Organizational Crisis Communication and Employee Crisis Knowledge Evaluation* Tzu-Ting Huang,1998 *Crisis Communication and the Public Health* Matthew Wayne Seeger,Timothy Lester Sellnow,Robert R. Ulmer,2008 Recent developments have created the need for health communication to expand its parameters into the field of crisis communication This book spans the fields of crisis communication health communication and public health by taking a broad based approach to the issue of crisis communication and the public health There is a tangible and immediate need to address these issues and this is the first text specifically to do so **Communication strategies for product recalls in the healthcare business** Thomas Osche,2010-03-01 Master s Thesis from the year 2007 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 3 Anglia Ruskin University Ashcroft International Business School language English abstract After a series of cardiac implantable device recalls hit the industry in the year 2005 the question of a favourable corporate communication strategy about inevitable product recalls was raised Knowing that it is impossible to produce 100% failure free products I was personally interested in seeing how such recalls occurred and how successful they were handled by the different companies from a communication perspective This thesis analyses such device recalls since the year 2000 and attempts to identify a favourable communication strategy for the companies involved in such recalls in the future Qualitative analysis was performed on various secondary data sources to find positive and negative aspects of different communication strategies for the affected companies Four companies could be analysed where three provided significant results which were used for final recommendations Those recommendations are

provided to support active corporate communication The basis of the recommended communication strategy is as follows
 Provide disclosure about probabilities of malfunctions while supportive to the most powerful stakeholders which are the physicians and the regulatory authorities When one company faces a recall it is favourable to take accountability and give advice to physicians about how to respond to their patients because they are facing the problem of having all the information at hand without an adequate guideline which summarises a clinical decision on how to act and how to weight risks of keeping the existing device versus the risks of device change out procedures Keywords communication strategy crisis management corporate communication healthcare business *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 Community Preparedness and Response to Terrorism: Communication and the media James A. Johnson,Mark A. Cwiek,2005 Volume I The Terrorist Threat and Community Response focuses on local state regional and federal coordination of efforts and interaction **Public Relations Review** Foundation for Public Relations Research and Education (U.S.),2004 Public Relations Quarterly ,2006 *The Journal of International Communication* ,2007

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