

When it hits the fan: a public relations practitioners' guide to crisis communication

Search DSpace

[Advanced Search](#)

[Home](#)

[DSpace the Department of Public Relations and Communication](#) >

[Interreg Repository](#) >

[Public Relations](#) >

[PR-Thesis](#) >

Please use this identifier to cite or link to this item:

<http://hdl.handle.net/123456789/282>

Browse

[Communities & Collections](#)

[Titles](#)

[Authors](#)

[Subjects](#)

[By Date](#)

Title: When it hits the fan: a public relations practitioners' guide to crisis communication

Authors: Smith, Joshua L.

Qualitative methods in public relations

Crisis communication

Systems theory

Keywords: Attribution theory

Information integration theory

Game theory

Media relations

Sign on to:

[Receive email updates](#)

Thematic Category: Crisis Public Relations

[My DSpace](#)
authorized users

Issue Date: 2007

[Edit Profile](#)

Publisher: Georgia State University. College of Arts and Sciences

[Help](#)

[About DSpace](#)

This project is designed as an aid to those interested in practicing, researching or teaching crisis communication. For public relations' practitioners, it offers a comprehensive approach for structuring a crisis communication plan. For researchers, several theoretical frameworks for the study of crisis communication are provided, with the goal of allowing them a more complete foundation for executing future research. Those involved in teaching crisis communication are offered additional resources such as a sample crisis communication plan, media guidelines and a concluding case study for educating future practitioners. Protecting corporate reputation in modern times requires skill in crisis communication. Due to complexities of organizations, crises themselves are more likely. At the same time, the media have become more aggressive in their coverage, the affects of crises have become more difficult to contain and the public has become more skeptical of corporate crisis communication in general. Systems theory provides a framework in which contemporary organizations can increase their potential for success and survival in these difficult times. By operating as open systems and exchanging information with their environment and between internal units within their hierarchy they enhance their ability to adapt to change and respond effectively to crisis. Information integration theory and game theory also offer useful guidelines for ongoing communication with the organization's key stakeholders. To influence attitudes, information must be managed effectively; it must be pertinent, timely and reliable. The organization must work with the media and be prepared to supply them with information even if it means initial losses in public image, in order to have a voice in the communication process. In the end, the most essential element in effective crisis communication is the establishment of credibility; it is also the most important factor in protecting the organization's reputation over the long term. The Internet has opened a new era of vulnerability for organizations. Public Relations professionals learn of potential online crisis through a variety of sources, and those who are proactively monitoring the Internet may learn of negative publicity before it can become a real crisis. They must recognize where their clients or companies are vulnerable to attacks and develop online relationships that will withstand them. Internet resources can help with the investigation and the resolution of the problem. Negative Internet publicity may address many of the same issues found in conventional media, such as product and service complaints, employee grievances and health or environmental issues. Yet the widespread, expedient nature of the Internet may magnify those issues whereas conventional media might not. The future relationship between public relations professionals and the Internet is important, as the Internet reaches mainstream status with the general public. Publicity campaigns then may become better targeted toward even the casual Internet user; much like direct mail marketing campaigns are targeted against key consumer groups.

Abstract:

URI: <http://hdl.handle.net/123456789/282>

URL : http://etd.gsu.edu/theses/available/etd-04192007-161900/unrestricted/Smith_Joshua_L_200705_MA.pdf

Pages: 122


Appears in [PR-Thesis](#)
Collections:

Files in This Item:

File	Description	Size	Format
Smith-When it hits the fan.pdf		761,95 kB	Adobe PDF View/Open

[Show full item record](#)

Items in DSpace are protected by copyright, with all rights reserved, unless otherwise indicated.

 [DSpace Software](#) Copyright © 2002-2007 [MIT](#) and [Hewlett-Packard](#) - [Feedback](#)

When a crisis hits, it's also important to assess the level of damage. Get all the facts on the table. Chalk out the reaction to the crisis after you have adequate information on the situation. However, get this done swiftly. Take responsibility. When a crisis breaks out, acknowledge the crisis and take responsibility for it. Constant communication is the need of the hour during a crisis. A public relations specialist can step in and help convey the message you want in a refined way that will work better in the company's favor. A case study involving Odwalla's unpasteurized apple juice in 1996 in the USA is one of the worst nightmares a brand could face. It has E.Coli and having consumed this product, one child died and over 60 people took ill and 20 lawsuits were filed. See more ideas about Crisis, Communication, Public relations. It's common knowledge: social media and the way individuals use the internet have changed the rules of the game when it comes to crisis management. This infographic outlines the basic expectations that your stakeholders will have of your organization in a crisis. Use these "new rules" as a starting point to ensure you're adequately prepared [...] Self Promotion. Public Relations. Communication. Social Media. Public relations has been organization-centric for decades, particularly when it comes to crisis communication (cf. Heath, 2010; Kent, 2010). For example, in terms of crisis communication, we still advocate for: attacking the accuser, denial, scapegoating, making excuses, justifications, and compensation to victims, as "primary crisis response strategies" (Coombs, 2007). ... The paper finally offered a framework to guide public relations practitioners on the implications of internal crisis communication on employee performance. View. Show abstract. Don't stay silent during a public relations crisis. All photos courtesy of Forbes Agency Council members. 1. Take Responsibility. First off, don't try to cover up the PR crisis, it will only worsen the damage. The tenets of any crisis communication are to be proactive, be transparent, and be accountable. When put into action it looks like this: acknowledge the incident, accept responsibility, and apologize. - Lisa Allocca, Red Javelin Communications. 3. Get Ahead Of The Story. When the you-know-what hits the fan, the first rule of crisis management is to turn off the fan. Don't fuel the fire. Step back, put yourself in the consumers' shoes and ask, "How would I feel if this happened to me?" Looking in the mirror is the best PR advice there is when dealing with crisis situations.