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Communicating In A Crisis: A guide for management

Rene A. Henry

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Every company, organization, nonprofit and college and university is vulnerable to a crisis. Unfortunately, most are not prepared when a crisis strikes. A company that is prepared will have plans for five generic crises as well as for potential crises specific to its business or service. The author cites five generic crises: terrorism, acts of Mother Nature including earthquakes, hurricanes and floods; violence in the workplace, sexual harassment and discrimination; and environmental pollution. The book tells the reader how to organize a crisis team and develop a plan, 10 steps to take to resolve a crisis and prevent it from exacerbating, and how to manage communications in a crisis. Scores of anecdotes and case histories from actual crises highlight dos and don'ts. There are in-depth chapters for travel and tourism, higher education, sports and events, government at all levels, the workplace, customer service, and how to fight back and win. The book outlines working relationships between PR counselors and lawyers in a crisis. The book is recommended for all CEOs, senior managers, lawyer and law libraries, PR practitioners, educators in PR and journalism, and heads of human resources, sales, manufacturing and security.

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