



Crisis and Emergency Risk Communication (Paperback)

By Barbara Reynolds

Createspace, United States, 2011. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Originally designed for communicating public health information associated with communicable diseases, this book covers essential topics concerning media relations for public and private sector public information officers. Topics include: Introduction to Crisis and Emergency Risk Communication-Types of crisis and communications during a crisis, the risk of disaster, emergency/crisis/risk communications, the crisis communications lifecycle-pre-crisis phase, initial phase, crisis maintenance, resolution, and evaluation. Psychology of a Crisis-Human behavior in an emergency, decision making, perception of risk, facts to consider about human psychology in a crisis, and how to communicate effectively in a crisis. The Crisis Communication Plan-Developing an emergency/crisis communication plan, Information verification and clearance/approval procedures, agreements on information release authorities (who releases what/when/how, procedures to secure needed resources (space, equipment, people) to operate the public information. The nine steps of crisis response. Surviving the first 48 hours of an emergency: Be first, be right, be credible. The Role of the Spokesperson- The role of the spokesperson in an emergency, what makes a good spokesperson, general recommendations for spokespersons in all settings, pitfalls for spokespersons during an emergency, when emotions...



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