



Ongoing Crisis Communication: Planning, Managing, and Responding

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Summary: 1. A Need for More Crisis Management Knowledge

Crisis Management Defined Importance of Crisis Management

Discussion Questions 2. Outline for an Ongoing Approach to

Crisis Management Initial Crisis Management Framework Outline

of the Three-Staged Approach Discussion Questions 3.

Prevention: Finding Warning Signs Contributing Organizational

Functions Sources to Be Scanned Information Collection

Information Analysis/Knowledge Creation Crisis Sensing

Mechanism Conclusion Discussion Questions 4. Taking

Preventative Measures Basic Crisis Prevention Process Issues

Management Risk Management Reputation Management

Conclusion Discussion Questions 5. Crisis Preparation Part One

Diagnosing Crisis Vulnerabilities Crisis Types Crisis Management

Teams Special Considerations The Spokesperson Conclusion

Discussion Questions 6. Crisis Preparation Part Two The Crisis

Management Plan Preparation of the Crisis Communication

System Conclusion Discussion Questions 7. Crisis Recognition

Selling the Crisis Crises and Information Needs Conclusion

Discussion Questions 8. Crisis Response Form and the Crisis

Response Content and the Crisis Response Follow-up

Communication Conclusion Discussion Questions 9. Post-Crisis

Concerns Crisis Evaluation Institutional/Organizational Memory

Post-Crisis Actions Conclusion Discussion Questions 10. Final

Observations and Lessons Crisis Management is Ongoing

Knowledge, Skills, and Traits Crisis Management Procedures

Reviews

Absolutely among the finest book We have at any time read through. We have read through and that i am sure that i will going to read once more again later on. I found out this book from my i and dad suggested this book to find out.

-- **Alford McClure**

I actually started reading this article ebook. It is actually packed with knowledge and wisdom Its been printed in an remarkably simple way and it is only after i finished reading this pdf where in fact modified me, alter the way i believe.

-- **Prof. Uriel Witting**