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Disaster Communications In A Changing Media World, Second Edition



Synopsis

Communications are key to the success of disaster mitigation, preparedness, response, and recovery. Accurate information disseminated to the general public, to elected officials and community leaders, as well as to the media, reduces risk, saves lives and property, and speeds recovery. Disaster Communications in a Changing Media World, Second Edition, provides valuable information for navigating these priorities in the age of evolving media. The emergence of new media like the Internet, email, blogs, text messaging, cell phone photos, and the increasing influence of first informers are redefining the roles of government and media. The tools and rules of communications are evolving, and disaster communications must also evolve to accommodate these changes and exploit the opportunities they provide. Disaster Communications in a Changing Media World, Second Edition, illuminates the path to effective disaster communication, including the need for transparency, increased accessibility, trustworthiness and reliability, and partnerships with the media. Includes case studies from recent disasters including Hurricane Sandy, the 2011 tsunami in Japan, and the Boston Marathon bombings. Demonstrates how to use blogs, text messages, and cell phone cameras, as well as government channels and traditional media, to communicate during a crisis. Examines current social media programs conducted by FEMA, the American Red Cross, state and local emergency managers, and the private sector. Updated information in each chapter, especially on how social media has emerged as a force in disaster communications.

Book Information

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Customer Reviews

"...a must-read for any safety and security professional who is responsible for writing policies and procedures for emergency preparedness or anyone who is in need of a guidebook on communications during a disaster." --Security Management "This book defines the key elements of disaster communications with a focus on methods to achieve successful communications along with the principles that should carry the communications along." --Shannon Parker, St. Louis University Institute for Biosecurity

George Haddow currently serves as an Adjunct Professor at the Homeland Security Studies program at Tulane University in New Orleans, LA. Prior to joining academia, Mr. Haddow worked for eight years in the Office of the Director of the Federal Emergency Management Agency (FEMA) as the White House Liaison and the deputy Chief of Staff. He is a founding partner of Bullock and Haddow LLC, a disaster management consulting firm. Kim Haddow is the president of Haddow Communications in New Orleans - a company specializing in strategic media planning, messaging, and developing research-driven media content, branding and advertising materials for non-profits. Clients have included: the Rockefeller Family Fund, Sierra Club, Make It Right Foundation, U.S. State Department, Public Campaign, and the Trust for America's Health. Haddow also worked for eight years at Greer, Margolis, Mitchell, Burns (GMMB), a Washington, DC- based media consulting firm, advising political campaigns and non-profits. Haddow began her career at WWL-AM in New Orleans where she managed the news department

The information is useful, but the chapters get repetitive. The authors fail to differentiate between disaster and crisis communication. Furthermore, the authors discuss an Appendix that has samples of materials, but the Appendix was not included in the final version of the book. You could save a few dollars by buying a book on social media and crisis communication and receive essentially the same content.

It has a lot of information but can be repetitive and a little boring at times.

Great price, fast delivery.

Great text especially for social media considerations

The book adequately covered the topics we studied.

Excellent book, thorough and an easy read. Thanks very much.

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