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Nota di contenuto	Front Cover; Disaster Communications in a Changing Media World; Dedication Page; Table of Contents; Acknowledgement; Introduction; Chapter 1: Communications: The Critical Function; Mission; Leadership Commitment; Inclusion of Communications in Planning and Operations; Situational Awareness; Communicating in the Era of Homeland Security; Conclusion; Chapter 2: Disaster Communications in a Changing Media World; Introduction; Disaster Response and Recovery; ``Burmese Blog the Cyclone -BBC News Headline; In China, New Media Helps Speed Recovery; The Evolution of New Media Use in Disasters Chapter 3: Principles of a Successful Communications StrategyFocus on the Needs of Your Customers; Make a Commitment to Effective Communications; Be an Active Participant in Communications; Make Communications an Integral Part of All Planning and Operations; Bring Communications Professionals to the Table; Don't Talk About What You Don't Know; Don't Make Promises You Can't Keep; Be Informed; Acknowledge the Conversation; Invest in Information Management; Use Only Confirmed Information; Make Special Updates When New

Information Emerges; Reach Out to As Many Media Outlets As Possible
Work with Elected and Appointed OfficialsSupport Your Public
Information Officer; Make Technical Staff Available to Media; Include
Officials from Other Emergency Agencies; Secure Media Training for
Yourself and Staff; Give Your Organization a Human Face; Assure
Audience Who is in Charge; Be the Source of Information for Media and
Public; Share Information; Speak in Plain and Direct Language; Ensure
that All Parties are Served; Maintain a Trained Media Relations Staff;
Chapter 4: Application of Communications Principles to All Four Phases
of Emergency Management
Preparedness Programs and ActionsRecovery; Conclusion; Chapter 5:
Disaster Communications Audiences; The Public; Elected Officials and
Community Leaders; Partners and Stakeholders; The Media; Chapter 6:
Building New Disaster Communications Capabilities; Introduction;
Citizen Journalists and the Traditional Media; Calls for Contribution;
Formal Partnerships; Chapter 7: Working with the News Media;
Introduction; News Operations; The Never-Ending News Cycle: It's
Never Too Late for News; Respect What's Being Generated Online by the
Public: The Media Does
News Rooms Decide What's News Several Times a DayThe Scoop on TV
News Operations; How Do I Match My Story to Media Outlet?; Chapter 8:
Building an Effective Disaster Communications Capability in a Changing
Media World; Introduction; A Communication Plan; Information Going
Out; Messengers; Conclusion; Resources; Innovations; VA Emergency
Officials Launch YouTube Channel; State Posts Clips About
Preparedness On YouTube; Guard Has New Cellular System; State
Unveils 211 Phone Number for Storm Calls; Alabama Tests Blimp for
Disaster Communication Use
More Weather Radios for Sale in Wisconsin (Capital Times, 5/14)

Sommario/riassunto

Communications is key to the success of disaster mitigation, preparedness, response and recovery. Accurate information disseminated to the general public, to elected officials and community leaders, and to the media reduces risk, saves lives and property, and speeds recovery. The ability to communicate is no longer an afterthought or a luxury; timely communication is now as important as logistics or the pre-deployment of materials. Planning and controlling the flow of information before, during and after a disaster will define your organization's credibility, trustworthiness, authority, and e
