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978-1-107-67823-1 - Crisis Communication in a Digital World  
Edited by Mark Sheehan and Deirdre Quinn-Allan  
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# Crisis Communication

## in a Digital World

*Crisis Communication in a Digital World* provides an introduction to major crisis communication theories and issues management, using practical examples from Australia and New Zealand.

The book examines how public relations can influence the nature of a crisis and the impact of its aftermath. It explores the role of PR specialists in different crisis situations – including natural disasters and morphing crises – and examines the major challenges they face in a world where social media is a key source of communication.

Readers are provided with an in-depth and critical understanding of crisis communication and issues management through practical approaches, strategies and skills, which are supplemented by relevant theories based on evidence and experience. International perspectives have been included throughout to illustrate the impact of multinational companies on the digital world, including global media cycles and social media activism. Each chapter explores a different aspect of communications, including media, natural disasters and celebrity crises.

Written by authors with over six decades combined experience in the public relations field, *Crisis Communication in a Digital World* is an essential resource for those learning to apply communications and public relations to crisis situations.

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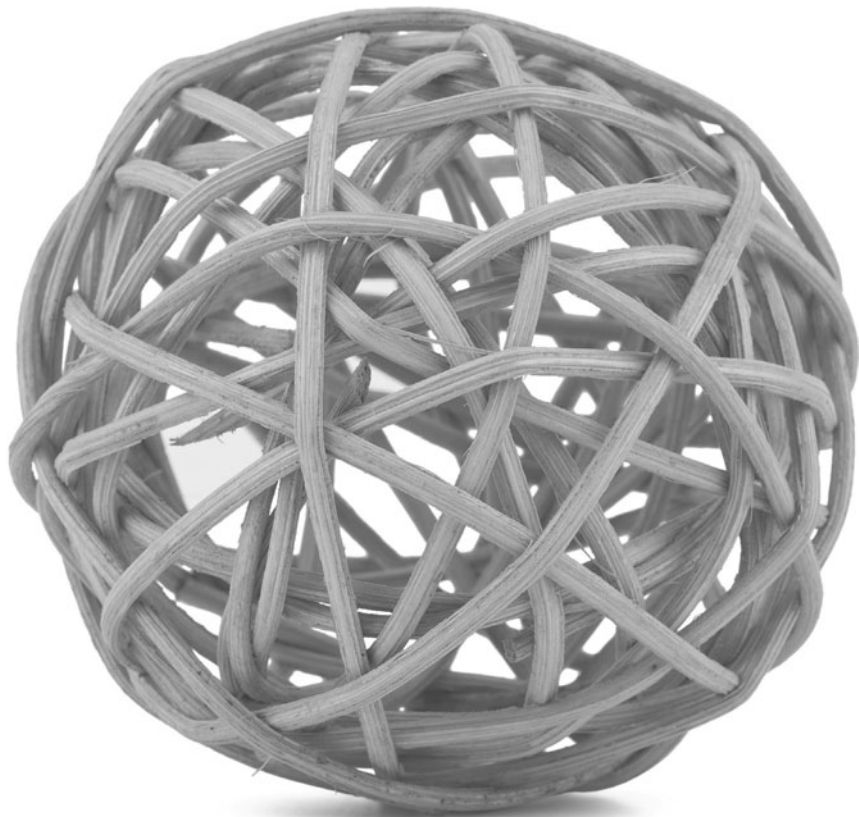
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**EDITED BY**

MARK SHEEHAN AND DEIRDRE QUINN-ALLAN



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## ABOUT THE EDITORS AND AUTHORS

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### Editors

**Mark Sheehan** is Course Director of undergraduate Public Relations in the School of Communication & Creative Arts (SCCA) at Deakin University, Australia. Since 2006, he has edited the *Asia Pacific Public Relations Journal*, and he has written widely on the history of PR in Australia, lobbying, crisis and risk communication. He is currently inaugural Chair of the PRIA National Education Advisory Committee. He was made a fellow of the PRIA in 2010 and is also a Senior Associate and Honorary Life Member of the Financial Services Institute of Australia. He worked as a PR practitioner in the publishing and the finance sectors before joining Deakin University in 1999.

**Deirdre Quinn-Allan** is Associate Head of School – Teaching and Learning in the School of Communication and Creative Arts at Deakin University, Australia. She has taught in the Public Relations discipline for 10 years in the area of marketing communication. Prior to joining Deakin, Deirdre worked in management, social marketing, PR and education and training roles in Australia and overseas. Her research interests include how organisations respond and adapt to external change drivers – particularly information communication technologies, and she has also written in the areas of social networking and user-generated content and their impact on PR and marketing communication practices and education.

### Authors

**Dr Paul Adams** is a senior lecturer in Communication and coordinator of the Public Relations discipline at Victoria University, Australia. He has been a public relations educator for more than 20 years. He has research interests in risk communication, not-for-profit public relations and third sector public relations and has a long association with the environment movement. He has previously worked in public relations in non-government organisations.

**Emma Bennett** holds degrees in Public Relations and Communication from Deakin and RMIT Universities, Australia. Her professional experience focuses on social media community building and advocacy for the not-for-profit sector, including the development and implementation of strategies aiming to connect with and empower communities via social media. Emma provided social management and strategic direction for Multiple Sclerosis Australia national campaigns, including Kiss Goodbye to MS and MS Readathon. Her communication career includes copywriting for the health and community sectors and she currently works as social media consultant with community and NFP organisations.

**Dr Chris Galloway** is a senior lecturer in Public Relations at Massey University's Albany campus in Auckland, New Zealand. His research interests include issue, risk, and crisis communication. His work has been published in journals such as *Public Relations Inquiry*, *Public Relations Review*, *Prism*, and the *Asia Pacific Public Relations Journal*.

**Dr Dominique A. Greer** is a lecturer in Marketing at the Queensland University of Technology Business School. She has established an international research profile in consumer misbehaviour, services marketing, customer participation, and risk communication. From 2012 to 2014, Dominique led the Risk Communication stream of Project ResQu, a two-year \$7.1 million collaborative research program between the Queensland Government, CSIRO, Boeing Australia, Insitu Pacific, and QUT. From 2014 to 2020, she will be a chief investigator in a seven-year \$2.39 million Bushfire and Natural Hazard CRC research program investigating how to improve community compliance with instructional messages during natural hazards.

**Dr Kristy Hess** is a senior lecturer at Deakin University, Australia. She has worked as a journalist and coordinates the largest education/training program for practising journalists in regional Australia. Kristy is also the recipient of an Australian Office of Teaching and Learning (OLT) prize for teaching excellence in higher education. Her research interests focus on the role of the news media and its relationship to society, especially local media. She has also examined the intersection between journalism and public relations. Her academic work has been published in leading international journals such as *Communication Theory*, *Journalism Studies* and *Continuum*.

**Maria Hopwood** is a senior lecturer in Marketing at Northampton Business School at the University of Northampton, UK. Her research interest is sports public relations and marketing, meaning that her work bridges the disciplines of both public relations and sports management. Maria has previously taught at Leeds Metropolitan University (UK), Bond University (Queensland, Australia) and the University of Teesside (UK). She has gained extensive experience working with professional sports organisations in both Australia and the UK and has worked with UEFA as an academic consultant. A published author, Maria is a member of the editorial boards for the journals *Public Relations Review*, the *International Journal of Sport Communication* and the *International Journal of Sport Marketing and Sponsorship*.

**Dr Kiranjit Kaur** is an associate professor in Public Relations at Universiti Teknologi MARA, Malaysia. She is also a Fellow and Accredited member of the Institute of Public Relations Malaysia (IPRM); immediate past Chair of IPRM education committee; and she also serves as a Board member on the Malaysian Communication and Multimedia Content Forum Council; and chairs the Media Commission of the National Council of Women's Organizations, Malaysia. She has done research and published papers on public relations management, media ethics, new media technologies, and women in the media.

**Dr Steve Mackey** is a senior lecturer in Public Relations at Deakin University, Australia. He was formerly a journalist and then a regional government press officer in London. His 2001 PhD was titled 'Public relations and contemporary theory'. Steve's research highlights the relevance of modern rhetorical studies and Peircean semiotics to understanding public relations. He teaches units in Public Affairs and Social Media Public Relations.

**Dr Sharyn McDonald** is a lecturer in Public Relations at Deakin University, Australia. With a strong interest in issue management, her research centers on cross-sector collaboration, social partnerships, and sustainable strategies for nonprofit organisations. Her PhD focused on cross-sector social

partnerships and she continues to publish in the areas of collaboration and social responsibility. Sharyn has taught in a range of areas including management, entrepreneurship, communication and public relations and she currently lectures on the Master of Communication course at Deakin University.

**Dr Hamish McLean** lectures in Risk and Crisis Communication at Griffith University, Brisbane. He has 30 years' professional experience in journalism and PR. For more than a decade he operated a crisis and media consultancy with international clients in the health, aviation, law and allied sectors. His PhD is in media, crisis communication and disasters. Hamish's research interests are in social media and crisis communication, political communication during disasters and risk communication involving community resilience and disaster planning, response and recovery. Hamish has published internationally and is a sought-after commentator in the media on crisis communication.

**Dr Amisha Mehta** specialises in Risk and Crisis Management and Small Business Resilience at the QUT Business School, Australia. Amisha contributes to risk perception and crisis management research in unmanned aviation through Project ResQu, a \$7.1 million collaborative research program funded by the Queensland State Government, Boeing Australia, and Insitu Pacific. As a chief investigator for the Bushfire and Natural Hazards CRC, Amisha works with government to deliver evidence-based risk and warning communication to increase community resilience. She is on the executive board at the QUT Centre for Emergency and Disaster Management and Public Relations Institute of Australia's National Education Committee.

**Biagio Oppi** is an Italian Public Relations professional, working in the field for nearly 15 years. He holds a bachelor degree in Communication Sciences and an executive PR masters degree from IULM University. Starting as journalist, he then focused on public relations and marketing, working in different industries: international relations, exhibitions, food and wine, healthcare, travel and motor-sport. He is now Communication Manager of Gambro – part of Baxter International, a leading healthcare company – where he is responsible both for internal and external communication. Since 2013, he has been a member of the Board of Global Alliance for Public Relations and Communication Management.

**Lisa Waller** is a senior lecturer in Journalism at Deakin University, Australia. Her research centres on questions about how news shapes society, especially at the local level, but also in fields including the justice system and policymaking. She received her PhD from the University of Canberra in 2014.

**Jordi Xifra** is Professor at the Universitat Pompeu Fabra, Barcelona, Spain. His research focuses basically on the history of public relations, public relations sociology, public affairs and public diplomacy. He has also led a research group on think tanks' communication management. He has published more than 15 books on public relations and public affairs in Spain and South America, and his articles have been accepted for publication in *Public Relations Review*, *Journal of Public Relations Research*, and *American Behavioral Scientist*, among others. He is the co-editor of *Public Relations Inquiry* (Sage).