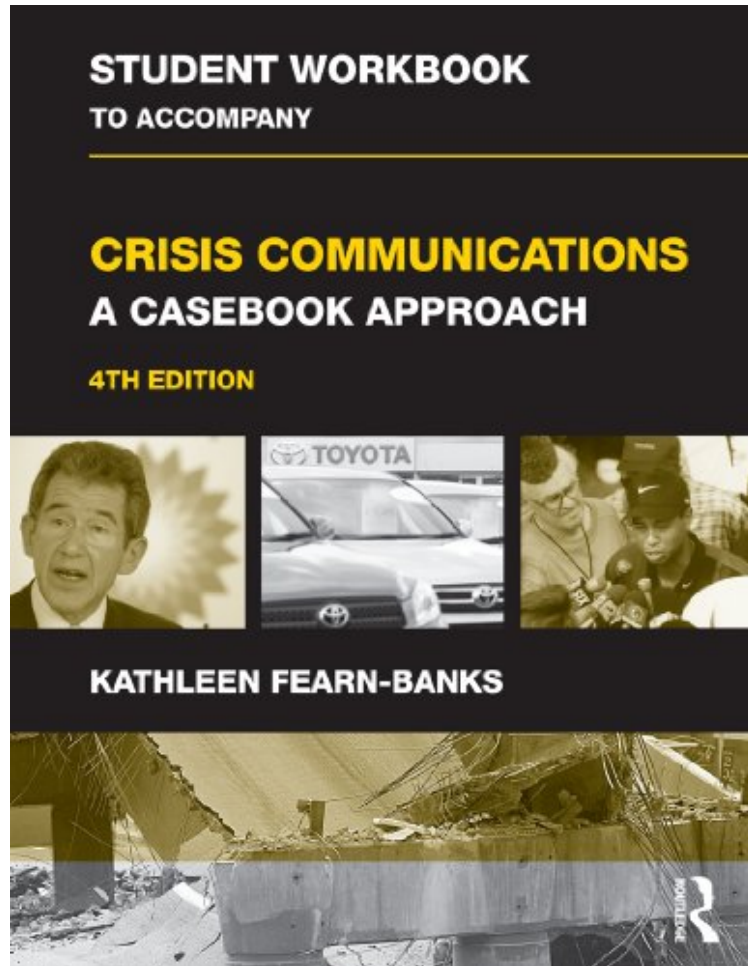


Student Workbook to Accompany Crisis Communications: A Casebook Approach

Kathleen Fearn-Banks
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0 of 0 people found the following review helpful. Make it part of your PR library!By Lisa ScarbroughI had been assigned the textbook for my grad school crisis PR course. I loved the book so much, I ordered this companion workbook. This is great to get your hands dirty in learning to establish a crisis communication plan.

No company, organization, or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan. This student workbook reviews the critical terminologies, processes, and skills needed for understanding and responding to crises. It prepares individuals for responding to crises in a variety of contexts, and

reinforces strategies and tactics to be used during a crisis. Chapters include instructive case studies of public relations professionals in crises: what they did, what they wished they had done, and what hampered their progress. The exercises provide students with the opportunity to respond to real-world crises, sharpening their own skills and practicing response behaviors. This workbook will serve as a useful tool for all future practitioners.

About the Author Kathleen Fearn-Banks (A.B.D. Ed.D. in Instructional Technology, USC; M.S. Journalism, UCLA) is associate professor in the School of Communications at the University of Washington. Her research is primarily in crisis communications. Prior to her academic career, she spent 25 years as a feature writer at the Los Angeles Times and a news-writer, producer, and reporter for a Los Angeles network affiliated television station. She also headed nationwide publicity campaigns for NBC Television Network series, specials, and movies. She was vice-president of development and public relations for the Neighbors of Watts, an entertainment industry non-profit which raised funds for daycare centers in underprivileged areas of Los Angeles.