Contents

Volume III: Crisis Communication Connects with Other Strategic Communication Fields

Introduction: Crisis Communication Connects with Other Strategic Communication Fields  W. Timothy Coombs  vii

A. Issues Management

46. An Integrated Symmetrical Model for Crisis-Communications Management  Alfonso González-Herrero and Cornelius B. Pratt  3

47. Issue Management as a Post-crisis Discipline: Identifying and Responding to Issue Impacts beyond the Crisis  Tony Jaques  29


49. Extract from Strategic Issues Management: Organizations and Public Policy Challenges  Robert L. Heath and Michael J. Palenchar  61

50. Anticipatory Model of Crisis Management: A Vigilant Response to Technological Crises  Bolanle A. Olaniran and David E. Williams  99

B. Risk Communication

51. Anticipating or Precipitating Crisis? Health Agencies May Not Be Heeding Best Practice Advice in Avian Flu Press Releases  Elizabeth Johnson Avery and Sora Kim  123

52. Effective Communication during an Influenza Pandemic: The Value of Using a Crisis and Emergency Risk Communication Framework  Barbara Reynolds and Sandra Crouse Quinn  133

53. Crisis and Emergency Risk Communication in a Pandemic: A Model for Building Capacity and Resilience of Minority Communities  Sandra Crouse Quinn  141

54. Toward a Synthesis Model for Crisis Communication in the Public Sector: An Initial Investigation  J. Suzanne Horsley and Randolph T. Barker  153
vi Contents

55. Crisis and Risk Approaches to Emergency Management Planning and Communication: The Role of Similarity and Sensitivity
   Robert L. Heath, Jaesub Lee and Lan Ni
   181

56. Strategic Risk Communication: Adding Value to Society
   Michael J. Palenchar and Robert L. Heath
   199

C. Reputation Management and CSR

57. Agenda-setting Effects of Business News on the Public’s Images and Opinions about Major Corporations
   Craig E. Carroll and Maxwell McCombs
   217

58. Protecting Organization Reputations during a Crisis: The Development and Application of Situational Crisis Communication Theory
   W. Timothy Coombs
   231

59. Sustainability: A New and Complex ‘Challenge’ for Crisis Managers
   W. Timothy Coombs
   249

60. Unpacking the Halo Effect: Reputation and Crisis Management
   W. Timothy Coombs and Sherry J. Holladay
   265

61. Media Reputation as a Strategic Resource: An Integration of Mass Communication and Resource-based Theories
   David L. Deephouse
   283

62. Effects of Apologies and Crisis Responsibility on Corporate and Spokesperson Reputation
   Joost W.M. Verhoeven, Joris J. Van Hoof, Han Ter Keurs and Mark Van Vuuren
   309

D. Crisis Leadership

63. Linking Crisis Management and Leadership Competencies: The Role of Human Resource Development
   Lynn Perry Wooten and Erika Hayes James
   317