Crisis Communication Examples

CRISIS COMMUNICATION

CRISIS COMMUNICATION DEFINITION

Here are the best Crisis Communication Examples for Crisis communications which is a specialization within the public relations profession which is utilized in responding to threats posed to the reputation of an individual, company or organization. An important component of effective crisis communication is quick response time and an ongoing management of key message points to the public and other stakeholders who, without being properly informed, could have a negative impact on the reputation of the individual, company or organization.

CRISIS COMMUNICATION CASE STUDIES

There is a crisis communication case study for just about any crisis communication example imaginable. Before you find your organization in the middle of an all out crisis, it is advisable that you research relevant crisis communication case studies to prepare for an effective response. Proper and effective response to a crisis situation requires planning and forethought. Following are recent examples of crisis communication situations and how the response was
handled. You will see where mistakes were made and where the situation was dealt with and how to reach a positive outcome.

**Communications Best Practices: How to Anticipate & Avoid a Crisis – Richard Levick (VIDEO)**

Editor’s Note: Richard Levick, Chairman and CEO of LEVICK, a crisis and public affairs-focused communications agency, shares perspective on the importance of integrity, anticipating issues and being proactive to avoid crises. He discusses the importance of risk mapping to identify potential issues and highlights the risk to PR and communications firms of not using ethical or... [Learn more...](#)

**Rose McGowan And The Harvey Weinstein PR Crisis**

The news of Harvey Weinstein’s meteoric fall from grace landed on the society and entertainment pages like a nuclear blast. For many in the industry, though, it appears the news wasn’t really news at all. Now, a lot of stars are coming out and saying they knew something was up with the uber-producer all along. And at...[Learn more...](#)
Crisis Communications: Where Does Chipotle Mexican Grill Go from Here?

Editor’s Note: Chipotle Mexican Grill—still reeling from an E.coli breakout across several of its restaurants that has affected nearly 500 customers—is on the hunt for new PR agency. The move comes as the fast food chain continues to struggle with how to win back consumers amid the scandal. Ronn Torossian, president-CEO of 5WPR provides a few tips on what Chipotle has to do to get back on track.

Steve Harvey’s Epic Blunder – A Crisis Communications Plan

By David E. Johnson, CEO, Strategic Vision PR Group

Comedian and television personality, Steve Harvey made the verbal blunder that is resonating around the world while hosting the Miss Universe pageant when he announced the wrong winner. Harvey in announcing the winner of the contest announced that Miss Colombia, Ariadna Gutierrez Arevalo was the winner only moments later to announce that she
was first runner up and Miss Philippines, Pia Alonzo Wurzbach was the actual winner. Compounding the blunder was the fact that Arevalo had already been crowned and had to suffer the indignity of having the crown removed. Social media and traditional media exploded. Conspiracy theories surfaced that it was all a plot to attract attention to the Miss Universe pageant. Learn more...

The Zika Epidemic: An Olympian Crisis

By Olga DeMetri, Vice President, LEVICK

With the world’s eyes on Brazil as the summer Olympics near, the Zika outbreak poses a significant risk to the nation, its economy, and the international perception of Brazil as host country. Here is what Brazil should be doing to prepare from a crisis communications perspective.

Zika’s spread poses a significant threat not only to the lives of those in Latin America—but also to
the region’s economic stake in, and reputation as host for the XXXI Olympic Games. With the World Health Organization (WHO) declaring Zika a global health emergency, this disease holds the potential to spread far beyond the borders of Brazil and Colombia, the two worst affected countries. Learn more...

ONGOING CRISIS COMMUNICATION

Very seldom is a crisis situation a short-term event. To reach the point of an actual crisis, an event has become so big and intense, that an ongoing crisis communication program is necessary to effectively deal with all the issues involved. Following are links to resources to help you build a playbook on dealing with the media, influencers, employees and other stakeholders in your organization during a time of crisis.

How To Build A World-Class Crisis Communications Playbook
There’s only one thing smarter than reading our guide during a crisis.

Reading it before a crisis.

Sooner or later, most companies are blindsided by a crisis. So it’s never too early to prepare for the many challenges that come with it. Introducing Nasdaq’s new guide on building a Crisis Communication Playbook. It spells out the do’s and don’ts of managing a crisis and the many ways to avoid one in the first place. There’s an entire section on the importance of social media as a preventive measure. As well as chapters on how to build an incident response team, and creating contact lists and message templates. Throughout the guide are checklists of tips—many of which would never occur to most businesses. Crisis management experts share practical advice on everything from media training for executives to crisis fire drills. 

Learn more...
The Next Steps in Reputation Management for the NFL after the Ray Rice Crisis

By Ronn Torossian, CEO, 5W PR

If you need an example of how to badly manage a brand crisis, look no further than the NFL. The horrific video of Ravens running back Ray Rice abusing his fiancée in an Atlantic City casino elevator has become an unprecedented scandal. There is mounting pressure for NFL commissioner Roger Goodell to resign. It is estimated that nearly 70 percent of Americans watch NFL football, so such a major blow to their reputation could be staggering. How does the league regain the public’s trust?

Stop being one step behind the news

The first rule of crisis management is to stay ahead of the media, and the NFL failed on every count. They failed to cut Rice from the Ravens until after TMZ released the full elevator video. They failed to acknowledge they had seen the entire video, then proof emerged that they received it in April. Learn more…

Media Training Minute: Peyton Manning in
Crisis Communication Mode

Mike Bako, Marketing Director at D S Simon Media, critiques the crisis communication fail by Peyton Manning and his public relations team as allegations hit the headlines of sexual assault claims dating back to his time at the University of Tennessee.

Peyton was quick to offer an outright denial of recent HGH usage claims but has been totally silent on this new lawsuit and media coverage. He needs to tell his side of the story before more harm is done to his reputation and possible future endorsement opportunities.

CRISIS COMMUNICATION TRAINING

Don’t wait to find your organization in the middle of a crisis before you research and train yourself and your team on how to deal with the situation. Effective crisis communication requires thorough and ongoing training. We have put together several resources to help train and educate you and your team should you find yourself having to deal with a crisis situation. Preparation, planning a training for a crisis situation before it happens will serve you well when you find yourself in an actual crisis communication scenario.
Weather any crisis with a crisis communication plan.

Crisis communication is a core component of PR. But mobile and social have changed the speed at which a crisis spreads and the necessary response.

What can you do to manage a crisis successfully in the digital age? Cision answers the question in its free white paper “How to Plan and Manage Crisis Communications in a Social World.”

Learn more...

Crisis Communications – Put Yourself into a Reporter’s Mindset (On-Demand Webinar)
Webinar Overview

Think Like, Act Like, and Communicate Like a Reporter…The new normal is built around crises of all sorts being amplified by both mainstream media and social media. This exponentially increases pressure on leaders, communicators and employers to communicate more rapidly and effectively than ever before in a crisis. Are you fully prepared for crisis communications and media relations in the new normal?

Crisis communications expert Gerard Braud says the secret to adapting to the new normal is to think like a reporter, act like a reporter, and communicate like a reporter. Tragic events around the world in just the past few weeks validate his premise. Paramount to your success in the new normal is changing your mindset and your preparation strategies. Learn more...

#DuggarScandal – Breaking the Cardinal Rules in Crisis Communications
By David E. Johnson, CEO, Strategic Vision, LLC

Several of the cardinal rules in crisis communications are – always have a plan and prepare for any scenario. Yet time and again, we see organizations, brands, and celebrities forgetting those rules. The latest example of this is the scandal involving Josh Duggar of TLC’s hit show, “19 Kids and Counting”. When dealing with reality television, anything that can happen in real life can happen to a reality star, networks have forgotten this at their own peril.

Josh Duggar admitted last week to sexually molesting underage girls including several of his sisters. While the admissions were shocking, they should not have been to TLC. Such allegations about him have been around for a number of years. The Oprah Winfrey Show was aware of these rumors and reportedly contacted a child protection hotline. Learn more...

BLOG ROLE IN CRISIS COMMUNICATION

- Gerard Braud Communications
- Levick.com
- Advice for Lawyers in Crisis Situations

ADDITIONAL CRISIS COMMUNICATION RESOURCES
Do you have a crisis communication case study to share?

Please submit it to editor@commpro.biz for review.

Executive Briefing Email