

Introduction to Crisis Communication

By Helio Fred Garcia

While most catastrophes are crises, many crises are not catastrophes. Many are small-scale interruptions in routine business operations that, if ignored or handled poorly, can easily escalate to cause significant operational or reputational harm.

TABLE OF CONTENTS

1. What is a Crisis?	I
Definitions of a Crisis	1
Delta Airlines	2
Turning Point?	4
Are You in a Crisis?	4
Focusing on the Outcome	6
The Paradox of Crisis Management	7
Citibank and IBM	8
The Omni-directional View	8
2. The Role of a Crisis Communicator	11
Paradoxes of Crisis Communication	11
The Key to Crisis Management	13
The Role of the Communication Professional	13
A Corrective Perspective	14
The Knowledge Base of Crisis Communication	15
Pattern Recognition	17
The Roots of Applied Anthropology	17
Summary	20
Notes	23
Author Biography	
Company Information	