

Crisis Communication: Case Studies from Students' Favorite Fandoms

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Situational Crisis Communication Resources

Coombs, T. (2014). Crisis management and communications. Institute for Public Relations.

<https://instituteforpr.org/crisis-management-communications/>

Presents a helpful overview of crisis communication theory.

Coombs, T. (2019). *Ongoing crisis communication: Planning, managing, and responding*. College Station, TX: SAGE.

Contains excellent sections on categories of crises and how to analyze spokespeople.

Lambert, T. (2019). Episode 2: Three Mile Island as it happened—a three part podcast. WITF

<https://www.witf.org/2019/03/28/three-mile-island-as-it-happened-podcast/>

A fascinating case study of a historic disaster and the failed crisis management communication that followed.

Overview of Project Schedule

Week 1 Crisis Management Intro
Week 2 Social Media Intro Facebook for Business
Week 3 Twitter for Business Library Research Day
Week 4 One on One Meeting with Instructor
Week 5 Case Study Presentations