

## **Contents**

Foreword	1X
Robert S. Littlefield	
Introduction	XV
Bolanle A. Olaniran & David E. Williams	
Section 1: Applying Theory to Pre-crisis Planning	
Chapter 1: The Need for an Anticipatory Perspective in Crisis Communication  Bolanle A. Olaniran & David E. Williams	3
Chapter 2: Issue Management as a Strategic Aspect of Crisis Prevention  Tony Jaques	17
Chapter 3: Participatory Pre-crisis and Crisis Communication: A Conceptual Approach Jesper Falkheimer & Mats Heide	37
Chapter 4: The Ethical Challenges of Pre-crisis Communication Shannon A. Bowen	57
Chapter 5: Recognizing, Anticipating, and Preventing Ethical Misconduct Disasters Robert C. Chandler	79

## Section 2: Integrating Risk Communication into Pre-crisis Planning

Chapter 6: Pre-crisis Management and Communication: Slippery Steps or Solid Footing?  Robert Heath & Judy Sultan	101
Chapter 7: Pre-Crisis Threat Assessment: A Cognitive Appraisal Approach  Yan Jin, Augustine Pang & Glen T. Cameron	125
Chapter 8: Emergency Management Planning: Risk, Crises, Issues, and Social Media  Michael J. Palenchar & Karen Freberg	147
Chapter 9: Efficacy of Crisis Management Plans: Toward a Revised Synthesis Model in Managing Crises  Luana Sok-Yee Low, Venetia Tzi-Wei Chung & Augustine Pang	171
Section 3: Managing Diversity in Crisis	
Chapter 10: Lost in Translation: How Emergency Managers	
Communicate Preparedness with Vulnerable Populations Shari R. Veil, Clara Mitcham & Timothy L. Sellnow	201
Communicate Preparedness with Vulnerable Populations	201 227
Communicate Preparedness with Vulnerable Populations  Shari R. Veil, Clara Mitcham & Timothy L. Sellnow  Chapter 11: A Multicultural Perspective on Crisis  Management: Shell and the Ogoni People of Nigeria	

Contents	vii
Chapter 14: Racially Oriented Crises: A Unique Challenge to Crisis Preparation	299
David E. Williams & Bolanle A. Olaniran	
Conclusion	313
Bolanle A. Olaniran & David E. Williams	
Contributors	317
Index	325