



# Disaster Communications in a Changing Media World, Second Edition

By George Haddow, Kim S Haddow



**Disaster Communications in a Changing Media World, Second Edition** By George Haddow, Kim S Haddow

Communications are key to the success of disaster mitigation, preparedness, response, and recovery. Accurate information disseminated to the general public, to elected officials and community leaders, as well as to the media, reduces risk, saves lives and property, and speeds recovery. *Disaster Communications in a Changing Media World, Second Edition*, provides valuable information for navigating these priorities in the age of evolving media. The emergence of new media like the Internet, email, blogs, text messaging, cell phone photos, and the increasing influence of first informers are redefining the roles of government and media.

The tools and rules of communications are evolving, and disaster communications must also evolve to accommodate these changes and exploit the opportunities they provide. *Disaster Communications in a Changing Media World, Second Edition*, illuminates the path to effective disaster communication, including the need for transparency, increased accessibility, trustworthiness and reliability, and partnerships with the media.

- Includes case studies from recent disasters including Hurricane Sandy, the 2011 tsunami in Japan, and the Boston Marathon bombings
- Demonstrates how to use blogs, text messages, and cell phone cameras, as well as government channels and traditional media, to communicate during a crisis
- Examines current social media programs conducted by FEMA, the American Red Cross, state and local emergency managers, and the private sector
- Updated information in each chapter, especially on how social media has emerged as a force in disaster communications

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## **Disaster Communications in a Changing Media World, Second Edition** By George Haddow, Kim S Haddow **Bibliography**

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### Editorial Review

#### Review

*"...a must-read for any safety and security professional who is responsible for writing policies and procedures for emergency preparedness or anyone who is in need of a guidebook on communications during a disaster."*--**Security Management**

*"This book defines the key elements of disaster communications with a focus on methods to achieve successful communications along with the principles that should carry the communications along."*--  
Shannon Parker, St. Louis University Institute for Biosecurity

#### About the Author

George Haddow currently serves as an Adjunct Professor at the Homeland Security Studies program at Tulane University in New Orleans, LA. Prior to joining academia, Mr. Haddow worked for eight years in the Office of the Director of the Federal Emergency Management Agency (FEMA) as the White House Liaison and the deputy Chief of Staff. He is a founding partner of Bullock and Haddow LLC, a disaster management consulting firm.

Kim Haddow is the president of Haddow Communications in New Orleans - a company specializing in strategic media planning, messaging, and developing research-driven media content, branding and advertising materials for non-profits. Clients have included: the Rockefeller Family Fund, Sierra Club, Make It Right Foundation, U.S. State Department, Public Campaign, and the Trust for America's Health. Haddow also worked for eight years at Greer, Margolis, Mitchell, Burns (GMMB), a Washington, DC- based media consulting firm, advising political campaigns and non-profits. Haddow began her career at WWL-AM in New Orleans where she managed the news department

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#### Doris Seavey:

This Disaster Communications in a Changing Media World, Second Edition book is not really ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is definitely information inside this book incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. That Disaster Communications in a Changing Media World, Second Edition without we know teach the one who looking at it become critical in pondering and analyzing. Don't be worry Disaster Communications in a Changing Media World, Second Edition can bring when you are and not make your carrier space or bookshelves' turn out to be full because you can have it with your lovely laptop even cellphone. This Disaster Communications in a Changing Media World, Second Edition having good arrangement in word along with layout, so you will not really feel uninterested in reading.

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