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It considers such aspects as the changing media world, disaster coverage past and

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present, principles of a successful communications strategy, applying communications principles to all four phases of emergency management, how to adapt to the changing media environment, climate change, communicating during a public health crisis, and building an effective disaster communications

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Chapter 2 looks at disaster

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communications in a changing media world. Much has changed in the past 20 years in the media world, including the advent of cable news and 24/7 coverage, the rise of the Internet, and the emergence of “first informers.”

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Whatever communication tools you use, be sure your emergency communications are clear, contain specific and adequate information, are in sync with other information being disseminated, and are accessible to the whole community.

Lesson 3. Communicating in an

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## Lesson 3. Communicating in an Emergency

The tools and rules of communications are evolving and disaster communications must evolve to capitalize on these changes and exploit the opportunities they provide.



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Bloggers have the potential either to add to the chaos during a crisis, or to help convey accurate data and report on local conditions.

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disaster mitigation, preparedness, response and recovery. Accurate information disseminated to the general public, to elected officials and community leaders, and to the media reduces risk, saves lives and property, and speeds recovery.

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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

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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

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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



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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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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

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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

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This fully revised edition of  
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Introduction to Emergency Management, Fourth Edition, offers a practical guide to the discipline of emergency management. It focuses on the domestic emergency management system of the United States, highlighting the lessons and emerging trends that are applicable to emergency

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the strategies and programs emergency management or other disciplines use to reduce the impact of disasters; and emergency management preparedness. The book also covers the importance of communication in the emergency management of the twenty-first century; the functions and processes of disaster

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response; government and voluntary programs aimed at helping people and communities rebuild in the aftermath of a disaster; and international emergency management. It also addresses the impact of September 11, 2001 on traditional perceptions of emergency management; and emergency management in the

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of new emergency management

technologies, social media, and an  
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technology and social media. Social network applications such as Facebook, Twitter, and Instagram can connect friends, family, first responders, and those providing relief and assistance. However, social media and other modern communication tools have their limitations. They can be affected by

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disaster situations where there are power outages or interrupted cellular service. The research contained in this valuable compendium offers much-needed information for emergency responders, utility companies, relief organizations, and governments as they invest in infrastructure to support post-disaster

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Changing Media World communications. In order to make use of modern communication methods, as well as fully utilize more traditional communication networks, it is imperative that we understand how people actually communicate in the wake of a disaster situation and how various communication strategies can best be utilized.

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Communication during and immediately after a disaster situation is a vital component of response and recovery.

Effective communication connects first responders, support systems, and family members with the communities and individuals immersed in the disaster.

Reliable communication also plays a key



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role in a community's resilience. With research from internationally recognized experts, this volume provides an overview of communication challenges and best-practice analyses, looks at the internet and social media and mobile phones and other technology for disaster communication, and explores the challenges to effective

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with foreword by Michael X. Delli  
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U.S. public policy about communication  
and offers guidelines to improve public  
safety and create strong democratic

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communities. The lack of effective  
emergency communication, basic  
information about health care, education,  
jobs and the economy, and civic life is at a  
crisis state, creating problems for the  
whole community, not just a vulnerable  
few. The Communications Crisis in  
America is not because of changing

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markets or new technology, it is the failure of public policy. The authors include economists, sociologists, journalists, lawyers and a diverse group of media and communication scholars, all offering an urgent call to action and difficult, but achievable steps forward.

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In the past few years the United States has experienced a series of disasters, such as Hurricane Katrina in 2005, which have severely taxed and in many cases overwhelmed responding agencies. In all aspects of emergency management, geospatial data and tools have the potential to help save lives, limit damage, and



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reduce the costs of dealing with emergencies. Great strides have been made in the past four decades in the development of geospatial data and tools that describe locations of objects on the Earth's surface and make it possible for anyone with access to the Internet to witness the magnitude of a disaster.

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However, the effectiveness of any technology is as much about the human systems in which it is embedded as about the technology itself. Successful Response Starts with a Map assesses the status of the use of geospatial data, tools, and infrastructure in disaster management, and recommends ways to increase and

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improve their use. This book explores emergency planning and response; how geospatial data and tools are currently being used in this field; the current policies that govern their use; various issues related to data accessibility and security; training; and funding. Successful Response Starts with a Map recommends

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significant investments be made in training of personnel, coordination among agencies, sharing of data and tools, planning and preparedness, and the tools themselves.

Meant to aid State & local emergency managers in their efforts to develop &

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maintain a viable all-hazard emergency operations plan. This guide clarifies the preparedness, response, & short-term recovery planning elements that warrant inclusion in emergency operations plans. It offers the best judgment & recommendations on how to deal with the entire planning process -- from forming a

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planning team to writing the plan. Specific topics of discussion include: preliminary considerations, the planning process, emergency operations plan format, basic plan content, functional annex content, hazard-unique planning, & linking Federal & State operations.

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