

Blog post

Top public relations disasters of 2021

and what brands can learn from them



Public Relations Disasters

Didier Musso



Public Relations Disasters:

Talespin Gerry McCusker, 2005 Praise and Reviews Talespin is an excellent book for corporate business executives and students of communications Gerry McCusker takes us on an international journey through an enormous variety of public relations disasters showing us with clarity and insight how they can happen to big corporations and individuals alike The lessons learnt at the end of each section should be required reading for all PR consultants Alan Capper Adjunct Professor Culture and Communications Department New York University and Former Chairman Rowland Worldwide Many PR practitioners believe that the obsessive reporting of the concept of spin has unfairly tainted the entire PR discipline But others believe that PR people themselves make the catastrophic errors of judgement that create PR disasters From the top celebrities who have publicly slated their sponsor's products to corporate photo calls that were disasters waiting to happen Talespin reveals why PR consultants are so often accused of sexing up information As each tale unfolds and spins out of control the perpetrators of shoddy PR practice are exposed Gerry McCusker gives us an amusing yet shocking peek behind the scenes of 79 real life public relations disasters from around the globe Documenting both the infamous and the unreported PR disasters from the worlds of branding business media music politics and sport he asks the question How can these catastrophes continue to happen While Talespin makes for a compelling and entertaining read its message is deadly serious malpractice misjudgement and the media's own agenda are the combustibles that combine to cause PR mayhem Anyone working in the media related industries will learn unforgettable lessons from these real life PR horror stories

Public Relations Disasters Gerry McCusker, 2006 From Dow Corning breast implants to the McDonald's McLibel case this book entertainingly exposes some of the world's most infamous and also some unreported PR disasters and shows how crisis management helped or hindered

Risk Issues and Crisis Management in Public Relations Michael Regester, Judy Larkin, 2008 First published in 1997 as Risk Issues and Crisis Management

Public Relations Disasters:

Behind-the-Scenes Revelations Pasquale De Marco, In a world where reputation is everything public relations has become a high stakes game With the rise of social media and the 24 hour news cycle companies and organizations are constantly under scrutiny and a single misstep can lead to a full blown PR crisis In this eye opening book Pasquale De Marco takes an in depth look at some of the most infamous PR disasters in recent history From the Icarus Corporation's spectacular fall from grace to the Pepsi Kendall Jenner commercial debacle these case studies offer a cautionary tale about the dangers of complacency hubris and miscommunication Pasquale De Marco explores the anatomy of a PR catastrophe examining the factors that contribute to a crisis and the strategies that can be used to mitigate the damage Pasquale De Marco also discusses the role of ethics in PR the importance of authenticity and transparency and the challenges of managing reputation in the digital age With its insightful analysis and practical advice this book is essential reading for anyone who wants to understand the inner workings of public relations and protect their reputation in an unforgiving world Whether you're a PR

professional a business leader or simply someone who wants to understand the role of PR in today's world this book has something for you In these pages you'll discover The domino effect of PR blunders and the importance of crisis preparedness The perils of miscommunication and the power of perception The role of influencers and celebrities in shaping public opinion The importance of authenticity and transparency in the digital age The art of damage control and the strategies for turning a crisis into an opportunity The benefits of crisis simulations and the importance of training and preparation The role of ethics in PR and the consequences of unethical behavior The changing landscape of PR and the rise of artificial intelligence The essential skills for PR professionals and the importance of networking With its in depth analysis and practical advice this book is an invaluable resource for anyone who wants to navigate the treacherous waters of PR and protect their reputation in an unforgiving world If you like this book write a review

Government Public Relations Mordecai Lee, 2007-12-17 Much maligned in the past as wasteful and self serving government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money time and effort In the same manner as budgeting HR strategic planning and performance assessment public relations must be included in t

A Critical Public Relations Approach to Crisis Communication and Management Huabin Wang, 2022-10-19 This book proposes a critical public relations approach to analyzing crisis communication with Malaysia Airlines flight 370 MH370 disappearance 2014 2018 as a case study It examines the discursive process of Malaysia's crisis response and image building tracing Malaysia Airlines during the immediate response and the Malaysian establishment until the official suspension of the underwater search The study features a critical discourse analysis of 84 national media texts and 85 response statements focusing on three aspects the national media representations of Malaysia's image the national carrier and the government's rhetorical strategies of delivering stances and actions and the dynamic process of image reconstruction and national recovery The present project contributes to the current research area by integrating both linguistic and public relations perspectives and more importantly by highlighting the ideological impact instead of merely behavioral effectiveness in modern communication research Target readers may find their interest in corporate crisis communication critical inquiry about political public relations and the MH370 incident in general

Public Relations in Japan Tomoki Kunieda, Yamamura Koichi, Junichiro Miyabe, 2018-09-21 Despite its rapid economic development Japan lacks a large public relations industry and its role is viewed very differently from its Western counterparts PR functions are handled predominantly in house and a degree in a PR field is not a hiring requirement for those agencies which do operate Mainstream PR history focusses entirely on its organizational aspects and there are no Japanese PR gurus defining the field

Handbook of Public Relations Robert L. Heath, Gabriel M. Vasquez, 2001 This is a comprehensive and detailed examination of the field which reviews current scholarly literature This contributed volume stresses the role PR plays in building relationships between organizations markets audiences and the public

The Impact of Public Relations on Crisis Management at Health Institutions

Sandra Lombe, 2019-10-09 Bachelor Thesis from the year 2016 in the subject Communications Public Relations Advertising Marketing Social Media grade B Merit course Public Relations and Communications language English abstract The study investigates the impact of Public Relations in Crisis Management at health institutions A case study of University Teaching Hospital UTH in Lusaka Zambia Literature was reviewed for information on the impact of PR on crisis management at health institutions and specific attention was given to UTH In this study conducted in March 2016 personal interviews questionnaires and direct observations were used to collect the data Both qualitative and quantitative data analysis methods were employed Strategic Planning for Public Relations Ronald D. Smith, 2004-09-15 First published in 2004 Routledge is an imprint of Taylor Francis an informa company **Strategic Planning for Public Relations** Deborah A. Silverman, Ronald D. Smith, 2024-03-14 The seventh edition of Strategic Planning for Public Relations maintains its status as a leading text to guide students in developing successful public relations campaigns Deborah Silverman and Ronald Smith bring their experience as instructors and public relations professionals to the book providing clear step by step guidance on how to plan and implement strategic communications campaigns This new edition includes diverse examples of current cases along with classic cases that stand the test of time It includes new Ethics Minutes scenarios in each step a new research step and examples of award winning public relations campaigns It also significantly increases information on social media and features a reformatting of the tactics step into four separate parts based on the PESO model paid media earned media shared media and owned media As a leader in teaching public relations strategy this text is ideal for students in upper division undergraduate and graduate courses in public relations strategy and campaigns Complementing the book are online resources for both students and instructors For students step overviews useful links to professional organizations and resources checklists for the ten steps in the planning process and two sample campaigns For instructors an instructors manual PowerPoint slides sample syllabi a critique evaluation worksheet and checklists for the ten steps in the planning process For these online resources please visit www.routledge.com/9781032391168 **Public Relations and Communications** Aoife O'Donnell, 2023-07-13 This book provides an introduction to public relations PR that employs pedagogical experiential learning models to assist students in developing the skills and competencies required by the PR industry The book takes the reader on a journey from the theory and origins of PR through to the structure of the PR profession and the more practical elements of how PR is practiced today It devotes attention to the common competencies necessary for success as a communications professional such as communication skills critical thinking skills and business acumen while giving due focus to the rapidly evolving new technologies and media that impact how organisations communicate Featuring example cases from around the world each chapter includes discussion topics and scenario based questionnaires to encourage learning and assist students in developing key competencies This book is ideal for undergraduate PR modules particularly those with experiential and or blended learning pedagogical approaches It will also

be useful to those in business seeking to gain a deeper understanding of communications Situational Judgement Tests and sample press releases presented as online resources also accompany the book Please visit www.routledge.com 9781032170435 *The Public Relations Strategic Toolkit* Alison Theaker, Heather Yaxley, 2012-08-21 The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications The focus is on professional skills development as well as approaches that are widely recognised as best practice Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected Split into four parts covering the public relations profession campaign planning corporate communication and stakeholder engagement this textbook covers everything involved in the critical practice of public relations in an accessible manner Features include definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as international considerations ethics and PR within contexts from politics to charities this guide gives you all the critical and practical skills you need to introduce you to a career in public relations

Research Anthology on Managing Crisis and Risk Communications Management Association, Information Resources, 2022-07-01 In times of crisis it is crucial that information is disseminated quickly and accurately to the appropriate channels In today's technological world there is a plethora of misinformation that can negatively sway individuals and provide them with false reports To ensure information is distributed appropriately organizations must implement a plan to ensure their communication is effective Further study on the best practices and challenges of managing crisis and risk communications is required to ensure organizations are prepared The Research Anthology on Managing Crisis and Risk Communications discusses strategies and tactics to effectively manage communication in times of crisis and considers the difficulties associated with maintaining a clear line of information The book also provides an overview of the potential future directions for this field to improve communications moving forward Covering key topics such as misinformation technology leadership and human health this major reference work is ideal for managers business owners organization leaders industry professionals government officials policymakers researchers academicians scholars practitioners instructors and students

Basics of Public Relations in Marketing Cybellium Ltd, 2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you're a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey www.cybellium.com

com The Moral Compass of Public Relations Brigitta R. Brunner, 2016-10-04 The civic and moral responsibilities of public relations are hotly contested topics While many researchers call for focusing on ethics in public relations they concentrate on ethics in relation to how people do their jobs In actuality emphasis should move beyond professional codes of ethics to include general morality and citizenship Currently as the profession receives greater scrutiny it is important to be aware of the value of public relations in the community This book centers on four areas of public relations conscience in order to examine its role in morality and citizenship civic professionalism corporate social responsibility ethics and public communication This approach will help to answer the question of what is public relations responsibility to the public good

Introduction to Strategic Public Relations Janis Teruggi Page, Lawrence J. Parnell, 2017-11-30 Winner of the 2019 Most Promising New Textbook Award from the Textbook Academic Authors Association TAA Introduction to Strategic Public Relations Digital Global and Socially Responsible Communication prepares students for success in today's fast changing PR environment Recognizing that developments in technology business and culture require a fresh approach Janis T Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built Because the practice of public relations is rooted in credibility the authors believe that students must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content The authors balance this approach with a focus on communication theory history process and practice and on understanding how these apply to strategic public relations planning as well as on learning how to create a believable and persuasive message A Complete Teaching Learning Package SAGE Premium Video Included in the interactive eBook SAGE Premium Video tools and resources boost comprehension and bolster analysis Learn more Interactive eBook Includes access to SAGE Premium Video multimedia tools and much more Save when you bundle the interactive eBook with the new edition Order using bundle ISBN 9781544331584 Learn More SAGE coursepacks FREE Easily import our quality instructor and student resource content into your school's learning management system LMS and save time Learn more SAGE edge FREE online resources for students that make learning easier See how your students benefit The Public Relations Handbook Alison Theaker, 2016-05-20 The Public Relations Handbook Fifth Edition provides an engaging overview and in depth exploration of a dynamic and ever evolving industry The diverse chapters are united by a set of student friendly features throughout including clear chapter aims analytical discussion questions and key further reading Featuring wide ranging contributions from key figures in the PR profession the new edition presents a new chapter on public relations and activism alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions including The Bank of Scotland Queen Margaret University Diabetes UK Continental Tyres and Action for Children Split into four parts exploring key conceptual themes of the context of public relations strategic public relations stakeholder public relations and

shaping the future the book offers coverage of essential areas including public relations politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not for profit sector business to business public relations the public relations of globalisation Crisis Communications Kathleen Fearn-Banks, 2010-10-04 Crisis Communications A Casebook Approach presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations Demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis Author Kathleen Fearn Banks examines the steps of choosing the appropriate words to convey a message selecting the method and channels for delivering the message and identifying and targeting the most appropriate publics or audiences She also addresses such important topics as avoiding potential mismanagement of communication in crisis situations Key features of this fourth edition are six new cases including several international crises current discussion of communications technology as it relates to crises a Companion Website www.routledge.com/textbooks/fearn_banks with additional cases as well as supplemental materials for students and classroom resources for instructors A Student Workbook is also available for use with this volume providing additional pedagogy for each chapter including discussion questions activities key terms case exercises and worksheets Utilizing both classic and contemporary cases of real world situations Crisis Communications provides students in public relations and business with real world perspectives and valuable insights for professional responses to crises It is intended for use in crisis communications crisis management and PR case studies courses **Introduction to Public Relations** Janis Teruggi Page, Lawrence J. Parnell, 2024-12-05 Introduction to Public Relations Strategic Digital and Socially Responsible Communication presents a comprehensive introduction to the field of public relations examining its current practices and future directions In response to the dynamic shifts in technology business and culture authors Janis T Page and Lawrence J Parnell illustrate how today s PR professionals craft persuasive messages using modern technologies while working in line with the industry s foundations The text skillfully balances this approach by delving into communication theory history processes and practices demonstrating how these elements can be integrated into strategic public relations planning Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign The Third Edition responds to the rising focus on social responsibility sustainability CEO and investor activism and consumer demand for ethical brands and addresses these changes with updated content including new features recent examples case studies and chapter opening scenarios

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