

A Public Relations Disaster

How saving \$1,200 cost United Airlines 10,772,839 negative views on YouTube

It is a customer service nightmare. At the same time, it is a good lesson about how social media can impact your business.

Here's what happened:

A singer/songwriter named Dave Carroll was flying from Halifax, Nova Scotia to Omaha, Nebraska, with a layover at Chicago's O'Hare airport. As he was getting ready to get off the plane, he heard another passenger say, "My God! They're throwing guitars out there!"

As Dave and the other band members looked out onto the tarmac where the luggage was being unloaded, they recognized the guitars. Their reaction was a blend of terror and disbelief.

Later he indeed discovered that his \$3,500 Taylor guitar's neck had been broken.

What followed was a customer service nightmare. Dave tried for nine months to get a claim processed with United. The response was a firm and consistent "no." They claimed he had waited longer than 24 hours to process a claim, so he was out of luck.

He tried phone calls. He tried e-mails. He even went so far as to suggest that instead of money, United give him \$1,200 in flight vouchers to cover the cost of repairing the guitar. United held firm. They said "No."

So, what else could a singer-songwriter do?

That's right. He wrote a song and produced a music video. The song was titled "United Breaks Guitars." He put it up on YouTube and it went viral.

Now just in case you're not up on this particular piece of internet slang, "viral" means one person sends it to ten of their friends, who send it to ten of their friends, who send it to ten of their friends, and so on. It follows the same pattern of how a bad cold gets passed around. (Hence the name.)

It also means that pretty quickly very large numbers of people were singing along to "United Breaks Guitars."

As of this writeup, this video has had 10,772,839 views.

Public Relations Disasters

Pasquale De Marco



Public Relations Disasters:

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 *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

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

New Media and Public Relations Sandra C. Duhé,2007 From Web sites to wikis from podcasts to blogs Internet based communication technologies are changing the way today s public relations campaigns are conceived and carried out New Media and Public Relations charts this exciting new territory with real life case studies that explore some of the ways new media practices challenge and expand conventional thinking in public relations This comprehensive new volume charts the leading edge of public relations research drawing on insights from both scholars and practitioners to question outdated models discuss emerging trends and provide numerous examples of how organizations navigate the uncertainties of building mediated relationships Global in scope and exploratory in nature New Media and Public Relations is an indispensable reference for contemporary research and practice in the field and essential reading for undergraduate and graduate students in public relations and mediated communication

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

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

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

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

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