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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.

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It considers such aspects as the changing media world, disaster coverage past and 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 capability in a changing media world.

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Chapter 2 looks at disaster 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 infor- mers. ”

Disaster Communications in a Changing Media World

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 Emergency

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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. 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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