

ECREA

**Temporary Working Group on CrisisCommunication**

## **Annual Report 2011**

*Foundation:* June 2011

*Chair:*

- Andreas Schwarz, Ilmenau University of Technology, Germany  
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*Vice Chairs:*

- Winni Johansen, Aarhus University, Business and Social Sciences, Denmark  
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- Alessandra Mazzei, IULM University, Milan, Italy  
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### **The foundation process**

The initiative for proposing this TWG was started by Andreas Schwarz (Ilmenau University of Technology, Germany), Winni Johansen and Finn Frandsen (both Aarhus University, Denmark). More than 60 well-known crisis communication scholars from around the globe supported this initiative (see the appendix) and contributed ideas to the proposal. Finally, the TWG on Crisis Communication was one of six that were accepted by ECREA out of a total of 13 submissions in the first wave. The TWG on Crisis Communication was launched in June 2011 and has started its activities instantaneously.

### **Mission**

The group aims at building a platform for European and international communication scholars to critically discuss different theoretical approaches and empirical findings on crisis communication and to collaborate across sub-disciplines.

The TWG advocates a broader understanding of crisis communication, which includes work in different sub-disciplines of communication such as journalism, public relations, corporate communications, organizational communication, audience research, media psychology, political communication, health communication, computer-mediated communication, and international/intercultural communication. The Temporary Working Group on Crisis Communication is a platform to look for common patterns of how crises are socially constructed by involved actors, how the media bring up and frame crises, but also the way different audiences perceive and make sense of crises.

For further details about the goals of the TWG and its modus operandi see this website: <http://www.ecrea.eu/divisions/twg/id/24>

### **Membership**

By December 15, 2011, the TWG on Crisis Communication counts 59 members. They are scholars coming from 19 countries in Europe, Asia and the Americas.

### **The International Crisis Communication Conference series**

The TWG has been partner of the International Conference “Crisis Communication in an Age of Complexity”, organized by ASB Centre for Corporate Communication, Aarhus School of Business and Social Sciences, Aarhus University, Denmark (October 6-8, 2011). This event was part of a biennial conference series that has been started in 2009 at Ilmenau University of Technology in Germany by Martin Löffelholz and Andreas Schwarz.

The theme of this conference was the complexity characterizing all types of organizational and societal crises, be they national or international; a complexity to which organizations and nation-states have to pay attention in their crisis management and crisis communication efforts.

The conference was chaired by Finn Frandsen, Winni Johansen and Helle K. Aggerholm from the ASB Centre for Corporate Communication at Aarhus University. It has been attended by 64 participants from 16 countries and 4 continents, and 37 conference papers were presented.

New concepts, models, theories and practical approaches were presented and discussed during the parallel sessions, focusing on the complexity within crisis communication.

The conference hosted three keynote speakers: Christophe Roux-Dufort, Professor, Department of Management, Laval University, Quebec; Dawn R. Gilpin, Assistant Professor, PhD, Cronkite School of Journalism & Mass Communication, Arizona State University, USA; and, Robert L. Heath, Professor Emeritus, School of Communication, Houston, Texas, USA.

The program also contained two panel discussions. Panel I focused on “Research Methods” and hosted W. Timothy Coombs and Sherry Holladay, University of Central Florida, Finn Frandsen, Aarhus University, and Orla Vigsø, Södertörn University. Panel II discussed “From theory to practice - Is our research of any practical value?” with Marie-Louise Arnfast, IBM, Kim Ruberg, Jøp, Ove og Myrthu, and Yvonne Schantz, City of Copenhagen.

The next International Conference on Crisis Communication will be hosted by Ilmenau University of Technology, Germany, and the TWG on Crisis Communication in October 2013.

### **ECREA Conference 2012**

The TWG is planning a panel and a business meeting in occasion of the ECREA conference 2012 in Istanbul (October 24-27, 2012).

The *invited panel* will host internationally renowned scholars speaking on behalf of different disciplinary, conceptual and methodological approaches to crisis communication. Among the confirmed speakers are Timothy Coombs, Sherry Holladay

(both University of Central Florida, USA), Thierry Libaert (University de Luvain, Belgium) and Owen Hargie (University of Ulster, UK).

The first *business meeting* of the TWG will be organized in order to discuss the future agenda and possible projects of the group. It will be opened to all interested ECREA members and conference participants

## Appendix: List of initial supporters

<b>Surname</b>	<b>Given name</b>	<b>Institution</b>	<b>Country</b>
Aggerholm	Helle	Aarhus University	Denmark
Allan	Stuart	Bournemouth University	UK
Boin	Arjen	Utrecht University	The Netherlands
Cameron	Glen T.	Missouri School of Journalism	USA
Simonsson	Charlotte	Department of Communication and Media	Sweden
Coombs	W. Timothy	University of Central Florida	USA
Laufer	Daniel	Yeshiva University	USA
Demarin	Eva-Lena	Stockholm University	Sweden
Demchuk	Artur	Lomonossov Moscow State University	Russia
Diers	Audra	Marist College	USA
Falkheimer	Jesper	Campus Helsingborg, Lund University	Sweden
Franco	Grossi	University of Trieste	Italy
Fрати Gucci	Laura	FCEM Femmes Chefs d'entreprises mondiales	Italy
Galloway	Chris	Swinburne University of Technology	Australia
George	Amiso	Texas Christian University	USA
Ghersetti	Marina	University of Gothenburg	Sweden
Gribanova	Alla	Marketing Machine Co	Russia
Hanitzsch	Thomas	Ludwig Maximilian University Munich	Germany
Heide	Mats	Lund University	Sweden
Horsley	Suzanne	University of Alabama	USA
Ihlen	Oyvind	University of Oslo	Norway
Kaliberda	Elena	Moscow State University	Russia
Matilla	Kathy	Communication Faculty - Ramon Llull University	Spain
Korbas-Magal	Daniela	Ben-Gurion University of the Negev	Israel
Lachlan	Kenneth	University of Massachusetts Boston	USA
Laituri	Melinda	Colorado State University	USA
Lalueza	Ferran	Open University of Catalonia / Universitat Oberta de Catalunya (UOC)	Spain
Landqvist	Mats	Communication, media and IT	Sweden
Libaert	Thierry	Université catholique de Louvain	Belgium

Löffelholz	Martin	Ilmenau University of Technology	Germany
Lwin	May	Nanyang Technological University	Singapore
Maltagliati	Ilaria		Italy
Marinov	Rusi	New Bulgarian University	Bulgaria
Schranz	Mario	University of Zurich	Switzerland
Mazzei	Alessandra	IULM University	Italy
Moritz	Marguerite	University of Colorado	USA
Murphy	Priscilla	Temple University	USA
Nacos	Brigitte	Columbia University	USA
Nohrstedt	Stig A.	Örebro University and Linneaus University	Sweden
Nermerich	Oliver		Germany
Pang	Augustine	Nanyang Technological University	Singapore
Pantti	Mervi	University of Helsinki	Finland
Pashentsev	Evgeny	Russian Presidential Academy of National Economy and Public Administration	Russia
Pollack	Ester	JMK, Stockholm University	Sweden
Quanz	Philipp	University of Bamberg	Germany
Raupp	Juliana	Free University of Berlin	Germany
Ricceri	Marco	EURISPES	Italy
Robertson	Alexa	JMK, Stockholm University	Sweden
Rothenberger	Liane	Ilmenau University of Technology	Germany
Röttger	Ulrike	University of Münster	Germany
Salgado	Paulo	Minho University	Portugal
Seeger	Matthew	Wayne State University	USA
SEGERS	Katia	Vrije Universiteit Brussel	Belgium
Sellnow	Timothy	University of Kentucky	USA
Strand Hornnes	Elin	University of Oslo	Norway
Strovsky	Dmitry	Ural State Federal University	Russia
Szondi	Gyorgy	Leeds Metropolitan University	UK
Valentini	Chiara	Aarhus University	Denmark
Vigsø	Orla	Södertörn University	Sweden
Vos	Marita	University of Jyväskylä	Finland
Westerlund	Michael	Stockholm University	Sweden

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