
Crisis Communications: A Primer for Teams

by Al Czarnecki, APR

SUCCINCT, PRACTICAL AND SERIOUS ADVICE...
lays down the roles senior managers should play...
delves right into the practicalities... emphasizes
organizational details and adaptability... A constructive
primer on being prepared.

Kirkus Reviews

Solid... Versatile... Thorough... It can be used to
implement the Cadillac version of crisis plans, or used
for simple solutions that can be “cherry-picked” to suit
any budget or context.

*Pierrette Leonard APR, Fellow CPRS
in a review on the CPRS national website*

Many books are long on text, short on ideas, and
discarded during a crisis... **Al has captured the
essentials in checklist and bullet point format.**
I recommend his book to my students.

*Alain Normand
Professor, Emergency Information Management
York University, Sheridan College*

HR had better have its ducks in a row when a crisis or
disaster occurs. This book, **well organized and to-the-
point**, will be a great reference for making that happen.

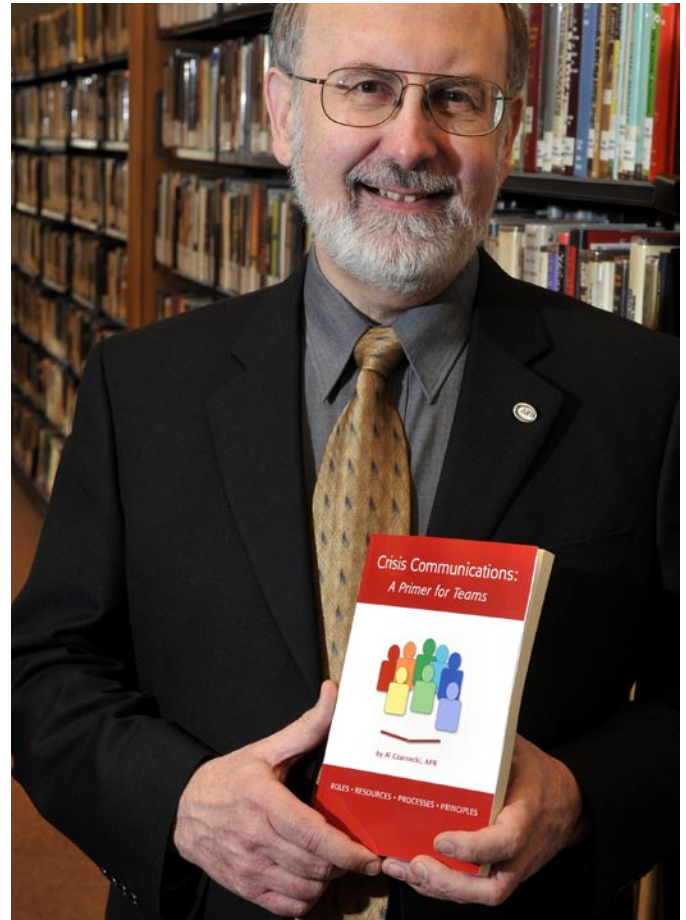
*George Pearson, editor and publisher (retired)
Canadian HR Reporter*

CEOs and business continuity and public affairs
professionals will find this a worthwhile read. **It flows
well and offers a trove of practical information.**

*Elizabeth Beaver, CBCP, FBCI
Past President
Disaster Recovery Information Exchange (Toronto)*

An excellent book in terms of content and as a learning
tool for any disaster and emergency management
professional — the material is **well organized,
systematically discussed and critically analyzed**
in way that is just right for a classroom setting.

*Niru Nirupama, PhD
Assistant Professor and
Coordinator of Emergency Management
School of Administrative Studies, York University*



Canadian Press Images / Stephanie Lake

A comprehensive look at crisis communications
planning... **practical tools... a terrific read for
anyone interested in crisis communications,
including executives outside of PR.**

*Rachelle Khalaf, Account Manager
Torchia Communications*

An excellent starting point for those new to
crisis communications as well as for smaller
organizations without access to extensive
resources...

*Phil Rothstein
in Continuity Insights magazine*

A “**must-have**” for business management...
Midwest Book Review

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