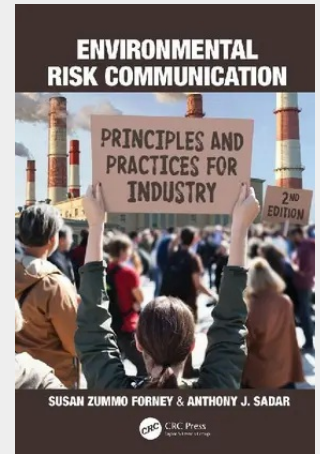


Environmental Risk Communication

Principles and Practices for Industry

Modern industry faces many communication challenges, including social media. The second edition of this book is thoroughly updated, expanded, and reorganized to help industry communicators remain effective in addressing these challenges. At the core of this book are foundational building blocks that address the human factors responsible for driving success or failure when communicating about environmental risk. Features - Provides principled guidance for building relationships and engaging in constructive dialogue with stakeholders. - Offers straight talk and practical, easy-to-follow guidance on effective risk communication for various situations, stakeholders, and modes of communication. - Gives lessons learned from environmental permitting and crisis situations involving risk communication in various industries, including chemical manufacturing, waste management, and the energy sector. - Addresses nuanced, recent concerns regarding issues like fake news and social media bullying. - Examines the dos and don'ts of communicating effectively during tough conditions like environmental emergencies. Environmental Risk Communication: Principles and Practices for Industry is intended to be both a grounding in enduring principles and a continued resource for best approaches and techniques. Coupled with tools and best practices from decades of experience, this insider's guide provides CEOs, plant managers, environmental compliance professionals, health and safety officers, and others with the direction and the confidence needed to prepare for difficult dialogue and high-pressure encounters.



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