RESPONDING TO RACISM:
HOW SPECIFIC COMMUNICATION STRATEGIES MAY DECREASE LIKELIHOOD OF BOYCOTTS, PROTESTS AND UPRISINGS

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ABSTRACT

While there is vast research on crisis communication strategies, there is a gap in work concerning how to evaluate these strategies among the public and specific stakeholders. The goal of this study was to attain a better understanding of how African Americans react to corporations' responses to racial crises. Through focus groups, this study was able to highlight the need to explore other response strategies, created specifically to address crises involving race that include re-staffing and community outreach methods.