THE CRISIS RESPONSE STRATEGIES OF SAN FRANCISCO 49ERS DURING THE NATIONAL ANTHEM CRISIS

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ABSTRACT

Crisis communication has become an important area of research within the public relations domain. An organization’s need for effective public relations practices significantly increases when crisis situations occur. The National Anthem crisis faced by the San Francisco 49ers is a complex sports crisis that involves social, race, and human rights issues. This research intends to examine the crisis response strategies employed by the 49ers during the crisis by using the Situational Crisis Communication Theory as the underlying theoretical framework.