San Lu (which means three deer) is one of the leaders of baby milk powder companies in China mainland. In 2008, San Lu was suffered because of a melamine crisis in baby milk powder industry. Unfortunately, San Lu did not survive in this huge melamine scandal.

The case study in this research paper is trying to find out: 1. What strategies were used in the San Lu melamine case in responding, if any, how did the strategies work? 2. What was the role of media news report in San Lu’s crisis responding stage? 3. Can western theories of crisis be useful in China, which has several differences from western countries? 4. What strategies must be given special attention in China Mainland?

61 local news reports broadcasted San Lu’s responses in different stages. They showed six different strategies employed by San Lu (provocation, good intention, bolstering, corrective action, mortification and differentiation). These strategies were useful partially because of Chinese people were impatient and empathetic of companies. Also, mainstream media played important role to influence public’s attitudes however they got challenges from Internet and other new forms of media.