

ABSTRACT

CREATIVE PROJECT: Crisis Management Preparedness for Military Base Gun Violence Crisis

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DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: May 2016

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During the years of 2009 and 2014 military base Fort Hood, Texas experienced an act of gun violence injuring a total of 47 people and leaving 15 dead. It is important that all military bases are prepared to handle this type situation, as there are increasing concerns about military personnel safety surrounded by firearms. There is not much research done regarding military gun violence and this research aims to bring more specific yet applicable knowledge to crisis communication preparedness research.

The goal of this research is to understand gun violence response strategies on military bases and to build a crisis plan book for them. Using the Situational Crisis Communication Theory (SCCT) this creative project seeks to understand the most often used crisis response strategies on military bases in the event of gun violence. A brief content analysis accompanied by a textual analysis was conducted to compare the two shootings at Fort Hood. Next a secondary background research of Fort Hood's current crisis check list was analyzed to see if they have included any specific response strategies. This is important for military bases to have because the crisis management plan will provide them with an evidence-based framework to handle gun violence better. After gathering all the information from the content analysis and research on crisis response strategies a crisis management plan, a gun violence crisis communication book was created following the theoretical framework from SCCT.