



WEATHER AND CLIMATE RISK COMMUNICATION

We are all exposed to meteorological and climate risks that impact our daily lives to some degree. A number of organizations with professionals from various areas of expertise provide solutions to prevent and manage these risks. It is critical to adequately communicate these issues to individuals who may be impacted and to the various actors involved in managing these problem situations to offset any harmful effects.

The purpose of this book is to convey the role of communications in risk management. In this book, practitioners and researchers share their experiences and observations and through examples, reflections and practical exercises, they equip readers with a range of tools to improve their communications and understanding of events involving the transmission of messaging.

This book deals with risk communication concepts, the actual practice of communications, communicating in a digital environment, and the overall repercussions. Readers who are either risk management and communication professionals or students are shown how they can assume an enhanced participatory role in implementing effective and relevant communications strategies that minimize the negative impact of crisis situations.

**Under the direction of
Bernard Motulsky, Jean Bernard Guindon
and Flore Tanguay-Hébert**

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DIRECTORS

BERNARD MOTULSKY is Chair of Public Relations and Marketing Communications and Professor at UQAM's Department of Social and Public Communications. He has over 30 years of experience in communications and public relations.

JEAN BERNARD GUINDON is Associate Professor in the Social and Public Communications Department under UQAM's Chair in Public Relations and Marketing Communications. His research deals with communicating and managing risks associated with climate and hydrometeorological hazards.

FLORE TANGUAY-HÉBERT has a Bachelor's degree in Communications and Journalism and a graduate diploma specialized in major risk management at UQAM. Currently completing her doctoral studies in risk communications, Flore is a Research Assistant for the Chair of Public Relations and Marketing Communications.

Contributors : Michel C. Doré, Jean Bernard Guindon, Jacques Lavigne, Valérie Lehmann, Louise Lemyre, Thierry Libaert, Guyline Maltais, Nathalie de Marcellis-Warin, Cédric Morneau, Bernard Motulsky, François Reeves, Nadia Seraiocco, Flore Tanguay-Hébert, Thierry Warin

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418 657-4399 | puq@puq.ca



Presses
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