

Fallstudie: Krisenkommunikation beim Boston Marathon and New York City Marathon¹

Aufgaben:

- 1) Was ist die Krise?
- 2) Wann hat die Krise begonnen?
- 3) Sind die Veranstalter den vier Schritten der Krisenkommunikation (Bedauern, Lösung, Reform, Entschädigung) gefolgt?
 - a) Wenn ja: Wurde die Reihenfolge eingehalten?
 - b) Wurde ein Schritt ausgelassen (wenn ja, was könnte der Grund dafür sein)?
- 4) Welche Konnotationen haben die Posts auf Facebook?
- 5) Gibt es Möglichkeiten, wie die Kommunikation anders gestaltet hätte werden können (wäre dies angemessen gewesen)?
- 6) Welche zwei Impulse nimmst Du aus dieser Fallstudie mit?

¹ Texts sind den Facebook-Seiten der beiden Veranstalter entnommen und erscheinen in in der Reihenfolge, wie sie veröffentlicht wurden

Raceday: April 15: What are the lessons learnt from the Boston Marathon?

Bombings

Race Day

MON

15.04.2013

TUE

16.04.2013

WED

17.04.2013

The Boston Marathon
15. April in der Nähe von Boston via Handy

There were two bombs that exploded near the finish line in today's Boston Marathon. We are working with law enforcement to understand what exactly has happened.

The Boston Marathon
15. April

The Family Meeting Area has been moved to Boston Common. Runners are being directed there to meet friends and family. City of Boston assets have been deployed to assist runners at the Common.

The Boston Marathon
15. April

Streets within the Back Bay, including those of our post-race area remain under lock down. If you're a runner in today's race unable to retrieve your bag from a baggage bus in Back Bay, you will not be able to retrieve your bag today. It will remain in our secure possession and we will provide you more information as it becomes available.

The Boston Marathon
15. April

Baggage update:
For runners looking to claim their bags – baggage claim is now open on Berkeley Street between Boylston Street and St. James Avenue. All unclaimed bags will remain secure. Stay posted for further details. Thank you for your patience.

The Boston Marathon
15. April

Tonight's Post-Race Party has been cancelled.

16. April

We have a few important details for our runners at this time...

First, we again want to express our sympathy to all of the victims and our gratitude to the first responders of yesterday's explosions.

We're working with the City of Boston to re-open streets that have been cleared from the investigation as quickly as possible. As such, the runners' bags that were being picked up on Berkeley Street are now being moved to "The Castle" at 101 Arlington Street (at Stuart St.) and will be available until 7:00 p.m. tonight.

Later today, we'll have updates on Wednesday, Thursday, and Friday pick-up.

The finish line remains an active crime scene. We ask that our runners and the public please cooperate with the law enforcement agencies in the area for as long as our collective cooperation is requested.

We again extend a heartfelt thank you from us at the Boston Athletic Association for the condolences that have come in from around the world.

The Boston Marathon
17. April

Baggage Claim and Medal Distribution Update:

Runners baggage is currently available at 40 Trinity Place, Room 201 (just off of Stuart Street) from 9 a.m. to 8 p.m. through Friday, April 19. Upon claiming your baggage, runners can receive their medal if they did not get one during the race.

If you are unable to get to 40 Trinity Place, baggage is being mailed out upon request, and we will soon announce a procedure to mail medals out as well.

We ask for your patience in this process. Thank you

Gefällt mir · Kommentieren · Teilen 140

869 Personen gefällt das.

Vorherige Kommentare anzeigen 2 von 167

THU
18.04.2013

15.05.2013



The Boston Marathon
18. April

To all Boston Marathon Participants:

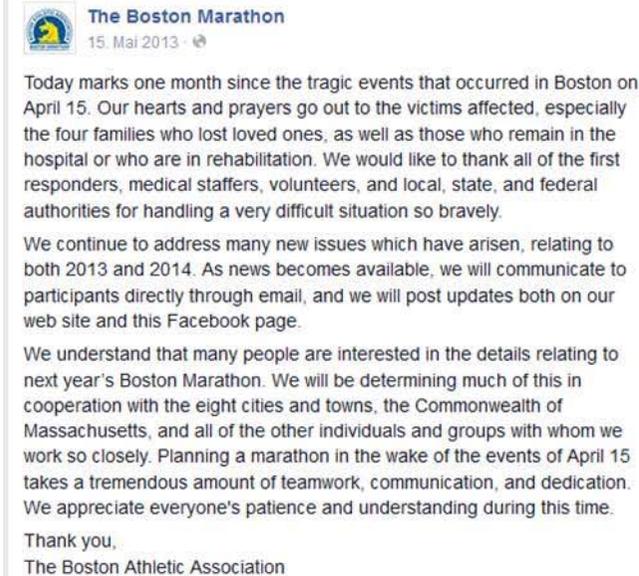
The Boston Athletic Association has yet to issue official times for all runners who participated in the 117th running of the Boston Marathon.

It is our intention to release those results on or about Friday, April 26th. At that time, you will receive a link that will provide you with the opportunity to pose questions regarding that official time.

We will also address the issue of those who could not cross the finish line on Boylston Street due to the tragic events which occurred near the finish line. We ask for your patience as we work to resolve the final results and times for these participants.

The Boston Athletic Association

Gefällt mir · Kommentieren · Teilen 115



The Boston Marathon
15. Mai 2013

Today marks one month since the tragic events that occurred in Boston on April 15. Our hearts and prayers go out to the victims affected, especially the four families who lost loved ones, as well as those who remain in the hospital or who are in rehabilitation. We would like to thank all of the first responders, medical staffers, volunteers, and local, state, and federal authorities for handling a very difficult situation so bravely.

We continue to address many new issues which have arisen, relating to both 2013 and 2014. As news becomes available, we will communicate to participants directly through email, and we will post updates both on our web site and this Facebook page.

We understand that many people are interested in the details relating to next year's Boston Marathon. We will be determining much of this in cooperation with the eight cities and towns, the Commonwealth of Massachusetts, and all of the other individuals and groups with whom we work so closely. Planning a marathon in the wake of the events of April 15 takes a tremendous amount of teamwork, communication, and dedication. We appreciate everyone's patience and understanding during this time.

Thank you,
The Boston Athletic Association

Press Information Boston (16.05.2013)

Runners invited back to finish what they started

BOSTON - The B.A.A., organizer of the Boston Marathon, is issuing an invitation to participate in the 2014 Boston Marathon to official entrants in the 2013 Boston Marathon who were unable to cross the Boylston Street finish line. More than 5000 official starters were affected on Monday, April 15 at the 117th Boston Marathon when the race was stopped at 2:50 p.m. ET.

"The opportunity to run down Boylston Street and to cross the finish line amid thousands of spectators is a significant part of the entire Boston Marathon experience," said Tom Grilk, B.A.A. Executive Director. "With the opportunity to return and participate in 2014, we look forward to inviting back these athletes and we expect that most will renew their marathon training commitment. Boston spectators are known for their impassioned support and unbridled enthusiasm, and they will give these returning athletes some of the loudest cheers at next year's race. We want to thank our participants for their patience as we continue to work through the details of arranging this accommodation for them, and we ask for continued patience from the running community as we plan the 2014 Boston Marathon next April."

To be eligible, a 2013 Boston Marathon participant must have been an official entrant who started the race and who reached the half marathon mark in this year's race on Monday, April 15. Registration for the 2014 Boston Marathon is scheduled to occur in September, and 2013 Boston Marathon participants who were unable to cross the finish line on Boylston Street will receive a non-transferable unique code in early August to be used for entry. An applicant's entry will be guaranteed only during a designated registration period. Participants will be required to pay an entry fee, which has yet to be determined.

The B.A.A. has communicated by email to the participants in this year's race who are eligible. Among the 5633 in this group are 2611 from Massachusetts and 726 who are international. In total, residents of all 50 U.S. States (and four U.S. territories), and 47 countries are among this group. Also, the group is comprised of 2983 women and 2650 men and ages range from 18 to 82.

No decision has been made on the maximum field size for the 2014 Boston Marathon, including the number of qualifiers and invitational applications available. The B.A.A. will work with many partners, including public safety officials, before determining changes, if necessary, to the event and the race.

Raceday: November 4th : What are the lessons learnt from the new York City Marathon?

Hurricane

SUN
28.10.2012

MON
29.10.2012

TUE
30.10.2012

WED
31.10.2012

ING New York City Marathon
29. Oktober 2012

NYRR is carefully monitoring Hurricane Sandy and its possible impact on the marathon and Race Week events. At this time we anticipate **NO CHANGES** to any of our public events. Please check weather forecasts and hurricane-related news for the New York area and your area, and be sure to check this site frequently, as we will be posting updates. Most importantly, please stay safe throughout this week.

Gefällt mir · Kommentieren · Teilen 776 173 134

ING New York City Marathon
31. Oktober 2012

2012 Marathon Update
This is a very challenging time for the people and City of New York. The City is rightfully focused on assessment, restoration and recovery. At NYRR, we stand with our City agency partners and support their efforts. The Marathon has always been a special day for New Yorkers as a symbol of the vitality and resiliency of this City. NYRR continues to move ahead with its planning and preparation. We will keep all options open with regard to making any accommodations and adjustments necessary to race day and race weekend events. We will provide an update and more detail as information becomes available.

Gefällt mir · Kommentieren · Teilen 1.949 644 307

ING New York City Marathon
31. Oktober 2012

Due to Hurricane Sandy clean-up and recovery efforts, we ask that runners stay out of Central Park, for safety's sake, until further notice.

Gefällt mir · Kommentieren · Teilen 356 469 40

Cancelation

Race Day

THU
01.11.2012

FRI
02.11.2012

SAT
03.11.2012

SUN
04.11.2012

ING New York City Marathon
3. November 2012

The City of New York and New York Road Runners announce that the 2012 ING NYC Marathon has been canceled. While holding the race would not require diverting resources from the recovery effort, it is clear that it has become the source of disagreement and division. We cannot allow a controversy over an athletic event — even one as meaningful as this — to distract attention from all the critically important work that is being done to help New York City recover from the storm. New York Road Runners will have additional information in the days ahead and we thank you for your dedication to the spirit of this race. We encourage runners who have already arrived in New York City to help with volunteer relief efforts.

Gefällt mir · Kommentieren · Teilen 3.950 1.566 609

ING New York City Marathon hat einen Link geteilt.
3. November 2012

Here are some ways you can help—we will pass on more info as soon as we hear more:
Mayor's Fund- to donate
<https://www.nyc.gov/html/fund/html/donate/donate.shtml>
Volunteer- to help out in person
<http://www.nycservice.org/>

Mayor's Fund to Advance New York City - Donate
www.nyc.gov

The Mayor's Fund does not retain an administrative fee.If you are interested in supporting a specific program of the Mayor's Fund not listed here, please email us atfund@cityhall.nyc.gov.

Gefällt mir · Kommentieren · Teilen 194 140 28

ING New York City Marathon hat sein/ihr Titelbild aktualisiert.
3. November 2012

Gefällt mir · Kommentieren · Teilen 1.107 638 561

ING New York City Marathon
3. November 2012 via Handy

The Expo is open from 9:00 a.m. to 5:00 p.m. tomorrow. Donate to the American Red Cross, pick up your T-shirt and goody bag, and visit all the exhibitors.

Gefällt mir · Kommentieren · Teilen 333 681 30



ING New York City Marathon hat einen Link geteilt.
7. November 2012

Philadelphia Marathon opens its arms to runners affected by the cancellation of this year's ING New York City Marathon. Visit www.philadelphiamarathon.com to learn more. To read the full press release, go to:

<http://www.philadelphiamarathon.com/blog/wp-content/uploads/2012/11/Philadelphia-Marathon-is-opening-3000-registration-lottery-slots-for-NYC-Marathoners-2012.pdf>



Philadelphia Marathon
www.philadelphiamarathon.com
Philadelphia Marathon

Gefällt mir · Kommentieren · Teilen 326 128 43

ING New York City Marathon
8. November 2012

Thank you for your patience and understanding during this difficult time in New York City. The cancellation of this year's marathon was an unprecedented event, which we know has left many unanswered questions for all of you.

Please know that our priority is to address your concerns. We ask that you give us a little time to work out the details and make thoughtful decisions. We are very grateful for your continued patience.

We will do all that we can to have these issues sorted out in the coming weeks.

Gefällt mir · Kommentieren · Teilen 958 465 50

THEREAFTER

ING New York City Marathon
15. November 2012

We want to reassure you that we are continuing to work hard to provide answers to your outstanding questions, and understand how important this information is to all of you. We are doing our very best to address your concerns and sort out all details. We are grateful for your patience and continued support.

Gefällt mir · Kommentieren · Teilen 475 473 37

ING New York City Marathon
20. Dezember 2012

We are pleased to announce that we have reached a resolution regarding the cancellation of the 2012 ING New York City Marathon. All registered runners will be receiving an e-mail shortly. Please check your inbox and our website for details.

Gefällt mir · Kommentieren · Teilen 975 567 236

Additional information: Homepage 03.01.2013



MARATHON RUNNERS

2012 Marathoners may choose one of the following options:

Option #1 – Refund. While NYRR has always had a no-refund policy for the Marathon, given these extraordinary circumstances, we are offering runners who were entered in the 2012 Marathon, and were unable to run due to the cancellation, the opportunity to obtain a full refund of their 2012 Marathon entry fee (excluding the \$11 processing fee); OR

Option #2 – Guaranteed entry to the ING New York City Marathon for 2013, 2014, or 2015. Entrants in the 2012 Marathon who choose this option will be granted guaranteed entry to the Marathon for the year they choose. Runners will be required to pay all processing and entry fees at the time of application (in the given year), with fees maintained at the same rate as those paid in 2012; OR

Option #3 – Guaranteed entry to the NYC Half 2013. Entrants in the 2012 Marathon who choose this option will be granted guaranteed entry to the NYC Half 2013, to be run on March 17, 2013. Runners will be required to pay all processing and entry fees at the time of application. Availability will be limited.