



# Jersey Strong

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CMCN 423 Case Studies

A look into the Crisis Plan for SuperStorm  
Sandy using social media.

A satellite image of a large hurricane swirling over the ocean, with the Earth's horizon visible at the top. The text "What sent Jersey into crisis mode?" is overlaid in a light green color.

# What sent Jersey into crisis mode?

October 29th 2012: Hurricane Sandy struck Jersey Shore.

Second largest storm to hit a United States coast.

Storm caused \$50 million in damages total: \$30 billion of Damages in New Jersey.

37 out of 72 deaths from the storm in New Jersey.

350,000 homes damaged.

# Tourism

A wide-angle photograph of a bustling boardwalk. On the left, there are shops with signs for 'BEACH BRICS' and 'DAY'S'. People are sitting at outdoor tables, and a woman in a white shirt is visible in the foreground. The boardwalk is made of wooden planks and stretches into the distance. In the background, there are buildings, a police car, and a clear blue sky with some clouds.

318,500  
Jobs  
Directly  
Supported

7%  
of the entire  
state  
economy

Generates  
\$34.7  
Billion of  
State GDP

30 million  
visitors  
per year to  
New Jersey

\$4.5 Billion  
toward state  
and local  
taxes

# How did they talk to their publics?

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- Social Media became the fastest and easiest way to talk to the citizens.
  - Twitter and Facebook
  - Governor Chris Christie used personal account
  - Goal: block-out false messages and have true messages come from credible source
- Television media was dramatizing damages on the coast.
  - Choose angles that showed destroyed buildings rather than entire boardwalk
  - News stories said damages were extensive and would take years to recover
- Fake news began to take precedent.
  - Photoshopped images such as a shark swimming in the mall
  - Stock photos were being posted and people believed it was images after the storm



# How they began to combat the image?



## Image Restoration Theory

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- A set of strategies that can be used to restore one's image in case of reputation damage.
- These categories include: denial, evading responsibility, reducing offensiveness, corrective action, and mortification.
- This case examines the use of reduction of offensiveness with its two subcategories being bolstering and attack accuser.

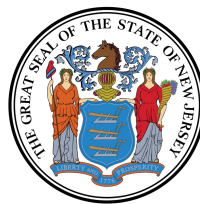
## Theory in action

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- Bolstering: focuses on stressing good traits and accomplishments.
  - Mass marketing to have publics believe the shorelines would be restored.
- Attack Accuser: reduces an accuser's credibility and lessens damage to reputation.
  - Discredit misreports of total devastation reducing credibility and believability of sources.



# CAMPAIGNS



## Show your Love for the Shore

Internal Planning among state leaders to promote the Jersey Shore from within the state.

Included nominating business that were open after the hurricane to become the business of the day.

Residents nominate a business that will be featured on NJNG Facebook page.

Nominators have a chance to win \$100 gift certificate to the business featured.

## Stronger than the Storm

\$4 million nationwide television campaign and most successful.

Use to show that the shore was recovered and ready for their normal summer visitors.

Commercial ends with Gov. Christie reassuring the shore is ready for tourists.

“We’re Stronger than the storm”

#STTS apparel can be purchased online.

## Restore the Shore

Organize and publicize post-Sandy relief efforts.

Earned Gov. Christie a Points of Life Award for connecting organizations to respond to disaster quicker.

Sold Jersey-based products and clothing.

Included automobile raffles, special events, and telethons.

Website that can be visited to donate to relief efforts.

# The Commercial

Citizens who had not yet received relief were outraged by the commercial asking where their help was.

Many citizens did not know where they could get help, whether it be for paperwork explanation, rebuilding, or basic survival needs.





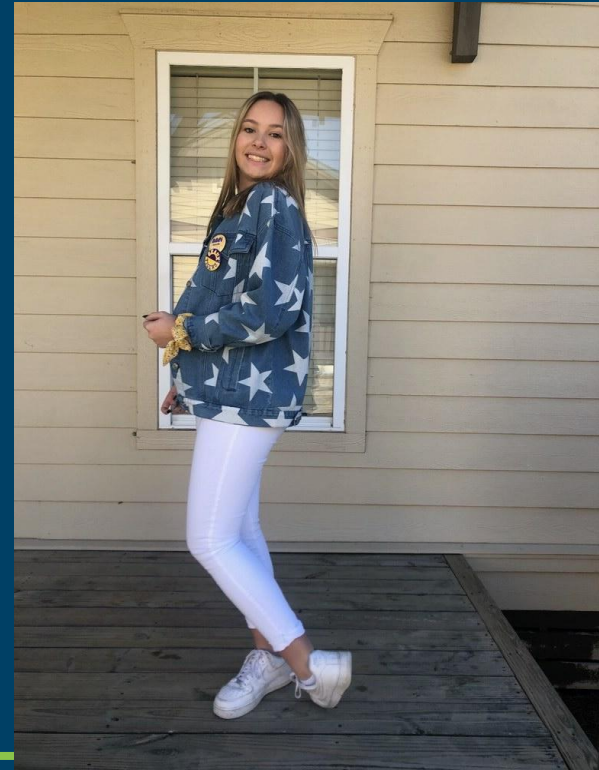
# From a Jersey Girl

Connection: Family owns a beach house that was purchased after the storm but directly knows families with homes needed to be rebuilt after water reached 4-5 miles from the shore.

Opinion: “Chris Christie is a schmuck”. Worst Gov ever. Had himself in mind. Do what’s best for me. Shut down state parks which have beaches then pics and videos of him on the beach.

Restoration process: Really fast, everything up and running, all brand new, new boardwalk, remembers going to the beach the next summer

Success: made people feel better. Commercials worked because they created a sense of community and a togetherness. Comfort is worth more than the dollar amount .



Ally McGlynn- current LSU Student

# How can we relate?- Data from 2004

10.1 Million  
visitors to  
New Orleans  
each year

\$4.9 Billion  
spent on  
hotels,  
restaurants  
and local  
attractions

After  
Katrina  
visitors  
dropped  
63% to 3.7  
million

The city  
recovered  
10 years  
later in 2014

Visitor  
Spending  
dropped to  
\$2.9 million  
post Katrina

Hurricane Katrina ----- New Orleans ----- August 23, 2005

# Results

- The shore recovered and was able to be open by the 2013 summer tourism season beginning on Memorial day.
- Opening day speeches from local and national leaders and visitors like Prince Harry.
- The Guinness World Record longest-ribbon cutting of 1.5 miles long down the boardwalk.
- Statement from Bob Martin, Environmental Protection Commissioner, that the water quality is excellent and the beaches are open.
- Tourism revenues surpassed 2012 and reached \$40.4 billion for the state.
- 58% of residents reported they had visited the shore in a survey collected in September 2013. The same survey showed that 31% of shore residents had still not recovered.
- Storms of this strength are expected to occur more often in response to climate change. This new model for communication will serve as an example for future disasters.

# Kahoot.it

<https://play.kahoot.it/v2/?quizId=635f9464-3172-4485-b34e-18fe7dc21028>