

Abstract

The bachelor's thesis focuses on developing a communication strategy and manual for the city of Neratovice in the event of a chemical release from the local company SPOLANA Ltd. The aim of the thesis is to minimize panic and effectively inform the residents of the city about the danger. The thesis is structured into three main parts.

The introduction sets the objectives of the thesis and provides motivation for addressing the topic. The theoretical part covers strategic communication, public relations, political communication, trust management, crisis communication, and communication in local governments. The analytical part includes an analysis of the current state through case studies, interviews with authorized individuals, analysis of media outputs, and a questionnaire survey.

The practical part focuses on developing a crisis communication strategy, including setting goals, identifying target groups, types of events, and procedures. Furthermore, a crisis communication manual is prepared, and budgetary and other requirements are addressed.

The research is based on analysis of specialized literature, basic research on information about Neratovice City and SPOLANA Ltd., interviews with responsible individuals, case studies, and a questionnaire survey among the residents of the city. The outcome of the thesis consists of recommendations and procedures for rapid, reliable, and effective communication in the event of a chemical release.

The defined sources for the research material include the official website of Neratovice City, communication channels of SPOLANA Ltd., communication channels of neighboring local governments, the official social media profiles of the city, city newsletters, the municipal radio system, and personal interviews with city management and press department employees.