

**Summaries of Selected Sessions from the
2008 AMA Winter Educators' Conference
(Austin, TX)**

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1.5 Marketing and Society (Special Session)

Marketing's Contributions to Disaster Management

Chair:

Deirdre T. Guion, North Carolina Central University

Discussant:

John D Mittelstaedt, Clemson University

Participants:

Understanding Disaster Subcultures as a Means to Increase Risk Mitigation Efforts

Ingrid M Martin, California State University, Long Beach

Wade E Martin, California State University, Long Beach

Carol Raish, USDA Forest Service

On What It Means to Be 'Recovered' After a Storm

Stacy Menzel Baker, University of Wyoming

David M Hunt, University of Wyoming

The Role of Planning and Improvisation in Response to Disasters

Debra L Scammon, University of Utah

Deirdre T. Guion, North Carolina Central University

Aberdeen Leila Borders, University of New Orleans

Recovery from Disaster: The Catalytic Nexus of Global Policy, Marketing, and Consumption

Clifford J. Schultz, Arizona State University

Don R Rahtz, The College of William & Mary

Session Summary Writer: Garrett Coble, Oklahoma State University

Session 1.6 was one of several special sessions on Marketing and Society. It was on Marketing's contributions to disaster management. All of the presentations revealed creative ways marketing could help to benefit society.

The first paper was presented by Ingrid Martin. She opened passionately with several pictures of California wildfires to familiarize the audience with the current situation. Her research was both qualitative and quantitative in nature. They started with focus groups to gain a better understanding of the situation and then mailed out surveys. They found concerns of the community such as lack of education and communication. After the presentation, a discussion took place about how to teach communication and how important it is to reach people in the "critical moment" immediately following a disaster.

The second paper was presented by Stacy Baker. She built on the initial presentation by starting at the point a disaster happens and discussing what happens next. Stacy grabbed the audience's attention describing a small community in her home state, Wyoming. It was a small town developed by a mining company that suffered an unexpected tornado. A quarter of the population was left without homes. Eighty five percent of them were uninsured. Stacy looked at the topic of vulnerability, but not the vulnerability discussed in previous literature, but instead vulnerability from the community perspective. Her research gave people in the community the chance to tell their story and be heard. It was longitudinal with three focus groups and fourteen interviews. She found that change happens through shared vulnerability. She also found that marginalized groups may get marginalized even further by recovering services. Marketing has the potential to bring more transparency to the situation and to bridge the gap between the givers and receivers in the situation.

Deirdre Guion presented a paper that dealt with what happens to businesses when disaster comes. She went beyond the time of the disaster to what happens to the businesses during recovery. She and her co-authors interviewed businesses in New Orleans after a major disaster. Their study was qualitative in nature. She looked at several of the coping mechanisms employed by businesses in the area. She discussed what marketing can do like build the image of the city and help distribute positive images of the city.

The forth paper and discussion were presented simultaneously by John Mittlestaedt as neither of the authors were able to attend. John discussed marketing and the contribution it can make toward big problems. He reminded us of how marketing has traditionally been an important discipline and the opportunity we have in social marketing to export our knowledge to make a positive impact on society. Specifically, he explained that marketing could be used as a powerful tool to help disaster recovery. Instead of viewing marketing as a consequence of economic development, he explained, we can use marketing as a help for economic development and recovery. His discussion opened a conversation about how to get our voice out and contribute. There was a lengthy discussion about Katrina and testimonies from the storm.