



PRNews

Crisis Management Guidebook

 volume 3

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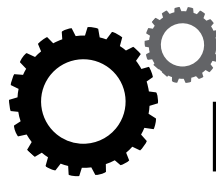
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Editor's Letter

Dear Reader,

Consider the following scenario: A former disgruntled employee of your company (or client's) has taken to airing his grievances via a combination of traditional and new media tactics. He has written several op-ed pieces attempting to expose your company's so-called culture of corruption and, as a result, has appeared on major media outlets as a guest in which the topic is your company's integrity or lack thereof. To make matters worse, he has posted a video on YouTube in which he is seen defacing one of your company's trademark products in a vile and vindictive manner. Unfortunately, for you, this video is spreading virally. Not only have other former employees (some of whom have been downsized due to cost-cutting measures) posted links to it on their respective sites and blogs, but gloating rival companies are using the video not so surreptitiously to show their superiority to your company.



If, as a seasoned PR professional, you've done your homework, then you will have a plan in place that will counter and contain the disgruntled employee's attacks, protect and preserve your company's reputation and engage the 24/7 media with transparent messaging. Like a general commanding his troops, you will be able to mobilize and direct your organization's C-suite and personnel to take the steps needed to manage and mitigate the crisis, both from an external and internal communications perspective.

But what if you've been caught unawares or your crisis expertise in this area has not been utilized in some time? Then you will need a thorough immersion or re-introduction to the subject, which *PR News' Crisis Management Guidebook, Volume 3*, will provide. Written by top-tier crisis experts, the guidebook offers a wealth of information and resources that will help you put out the fires when disaster strikes. From litigation PR and digital communications to media relations and reputation management, everything you need to know to master the problematic world of crisis communications and management is in here. Please let me know what you think, off the record.

Best Wishes,

Iris Dorbian
Group Editor
PR News

Table of Contents

Index	6
Editor's Letter	7
Chapter 1—Overview	9
Distrust in a Time of Uncertainty <i>by PR News Editors</i>	10
Making Agency-Client Relations Recession-Proof <i>by PR News Editors</i>	11
Integrating PR & Marketing to Survive Turbulent Times <i>by PR News Editors</i>	14
Status Report: Examining 2008 Crises <i>by Larry Smith</i>	16
Leveraging PR to Win Stakeholder Confidence <i>by PR News Editors</i>	19
The Show Must Go On: How to Plan Recession-Friendly Events <i>by Joey Roberts</i>	21
Why Preparation Is Key to Crisis Communications <i>by Tracy Olmstead Williams</i>	23
Manage Crises Through Better Back-End Technology <i>by Brian Boudreaux</i>	25
Communicating Through Economic Turmoil <i>by Dan Simon</i>	27
Know the Three Stages of Crisis Communications <i>by PR News Editors</i>	29
Chapter 2—Media Relations	33
Be Prepared to Face Traditional and Citizen Journalists <i>by PR News Editors</i>	34
Media Relations During a Crisis: Covering All The Bases <i>by Kevin L. Sullivan</i>	36
Critical Care: Tactics for Weathering Crises <i>by PR News Editors</i>	39
Dealing With Media in a Crisis Equals Preparing for Battle <i>by Jaime Sarachit</i>	41
One Size Doesn't Fit All When Dealing With Reporter Styles <i>by Karen Friedman</i>	43
When Media Goes Too Far: How to Handle Unethical Reporters <i>by Jonathan Bernstein</i>	45
Case Study: A Lobbying Scandal That Became a PR Mess <i>by Andrew Blum</i>	47
Chapter 3—Internal Communications	51
Communicating Layoffs and Other Internal Crises <i>by PR News Editors</i>	52
Making the Best of Downsizing <i>by Beth Haiken</i>	54
Keeping on Track With Internal Constituents During a Crisis <i>by Jacen Dinoff</i>	56

Why Motivating Employees to Take Action Is Critical <i>by Billie G. Blair</i>	58
Rock the Boat: Leveraging a Downturn to Engage in M&A <i>by PR News Editors</i>	60

Chapter 4—Reputation Management.....63

How Bad PR Can Make or Break a Company’s Reputation <i>by Katie Paine</i>	64
A Tale of Two Cities: Iceland vs. Dubai <i>by Katie Paine</i>	66
Athletic Apologies: Love Means Always Having to Say ‘I’m Sorry’ <i>by Katie Paine</i>	68
Rep Redux: Russia Invades Georgia by Land and by Server <i>by Katie Paine</i>	70
Layoffs: How to Protect Your Company’s Reputation <i>by Rich Klein</i>	72

Chapter 5—Issues Management.....75

How to Spot an Issue Before It Erupts Into a Crisis <i>by PR News Editors</i>	76
Recognizing a True Crisis Amid a Host of Problems <i>by Matthew W. Rose</i>	78
The Worst Crisis: Coping With the Death of a Beloved CEO <i>by Mark Kinders</i>	81
A Law Firm Leverages Its Blog for Food Safety Info <i>by PR News Editors</i>	83
Case Study: Going Transparent: A Board of Education Takes Off Its Gloves <i>by Ann Voorhees Baker</i>	84
Under the Microscope: A New Regulatory Age Requires Increased Transparency <i>by PR News Editors</i>	86

Chapter 6—Case Studies in Crisis Management..... 89

A Potential Hostile Takeover Prompts Proactive PR <i>by PR News Editors</i>	90
Maintaining Consumer Loyalty During an Acquisition <i>by PR News Editors</i>	93
JetBlue Apologizes and Survives a PR Debacle <i>by PR News Editors</i>	96
Lessons Learned at the NCAA Men’s Basketball Tournaments <i>by Karen Friedman</i>	97
Communicating With Families During a Hostage Crisis <i>by Thomas J. Rozycki, Jr.</i>	99
Mattel’s Toy Recall Redefines Global Crisis Communications <i>by PR News Editors</i>	102

Chapter 7—Digital Communications 107

Meeting Challenges Head-On in the Internet Age <i>by Dallas Lawrence</i>	108
Driving Crisis Communications in a 24/7 Digital World <i>by David Bradfield and Christopher Tennyson</i>	111
Sell Digital Integration to Risk-Averse Senior Executives <i>by PR News Editors</i>	114
Online Crisis Communications: Your First Statement Is Crucial <i>by Shabbir Imber Safdar and Jason Alcorn</i>	116

Using Corporate Blogs to Upend Adversities Online *by PR News Editors* 119
 Using Web 2.0/Social Media to Your Advantage During a Crisis *by Darcie Shinberger*..... 121
 Developing Protocol for Online Reputation Management *by Kent Louis* 123
 Heading Off a Disaster in Cyberspace *by PR News Editors* 125

Chapter 8—Litigation PR.....129

PR and Legal Must Embrace Love in the Time of Litigation *by PR News Editors*..... 130
 Litigation PR: Court of Law and the Court of Public Opinion *by Mary Ann Sabo* 132
 High Crimes in a Media World *by Susan Tellem and Jason Karpf*..... 135
 PR VP Takes a Stand for Wrongfully Convicted Client *by PR News Editors* 137
 Clarity Beyond the Courtroom *by Amy Van Prooyen Greenfield and Lori Teranishi*..... 138

Chapter 9—The Crisis Plan.....141

Execute a Crisis Simulation to Plan for the Unknown *by PR News Editors*..... 142
 Activating a Crisis Plan: The Top Ten Principles *by Patricia Thorp* 144
 Take Stock of Stakeholders’ Fears During a Crisis *by Jennifer Farrelly*..... 146
 Crisis Basics: The First Hours *by Terry Hemeyer*..... 148
 Why Having a Decisive Crisis Plan Is to Your Advantage *by Helio Fred Garcia*..... 149
 Creating a Solid Template for Your Crisis Response *by Ellen Davis* 153
 Break a Leg: Ensure Effective Results With Practice *by Kim Edwards* 155
 Testing Your Crisis Plan *by Daryl Clemmens*..... 157