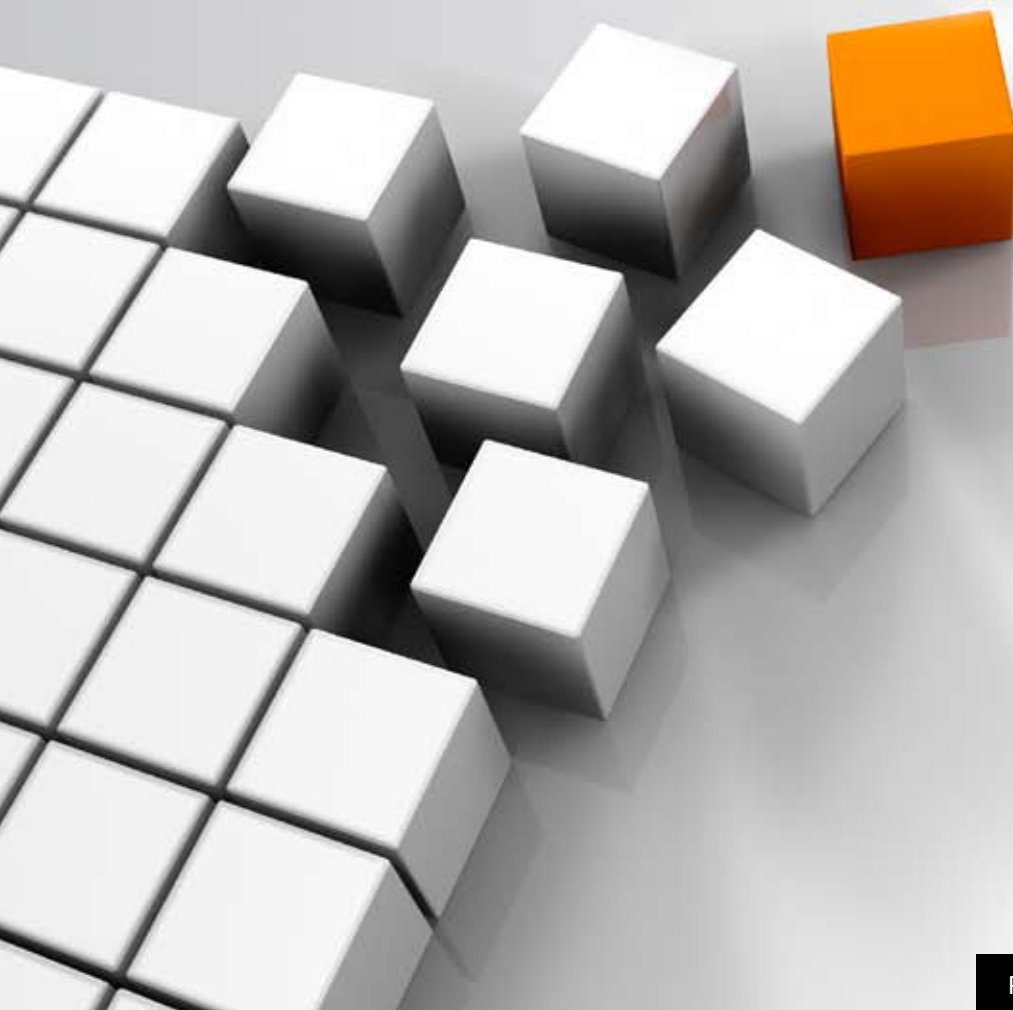


PRNews'

Crisis Management

GUIDEBOOK



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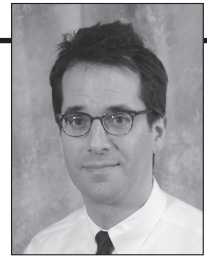
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Editor's Letter

PR in the Eye of the Hurricane



Organizations and providers of products and services have been at risk of reputational crises ever since the first enterprising caveman/woman began trading animal pelts for berries. The lessons in preparing for and managing risk have since been handed down through the centuries, and have been refined by today's PR professionals, whose distilled wisdom *PR News* has presented in four editions of its *Crisis Management Guidebook*.

Much has changed since the stone age—and much has changed since the last edition of the guidebook. Anyone with a mobile device has the power to magnify any *hint* of a customer service snafu, senior management re-shuffling, product defect, internal rant, financial impropriety or illegal activity. And our increasing dependence on technology itself brings its own host of potential crises, from site hackings to leaked data.

On top of that, organizations' *responses* to crises are judged instantly in the echo chamber of digital media, leaving communicators panting as they try to get a handle on a crisis and repair reputation while suffering the slings and arrows of the online critics. The blizzard or hurricane outside might not be your fault, but your response to it will be judged—in real time.

PR News' Crisis Management Guidebook Vol. 5 will give you the tools you need to rewrite your crisis plans now and meet these challenges. The crisis experts who present their hard-earned wisdom in these pages offer you a step-by-step action plan for getting through the first hour of a crisis, tips for crafting messages under pressure, insight into dealing with violence in the workplace, advice on creating a social media action plan, checklists to gauge your readiness for a crisis and much more.

A special thank you goes out to all of our guidebook contributors, whose goal is to share their best practices and case studies with you so when that phone call or e-mail or Facebook post that you dread most becomes reality—and hopefully it will never come—you'll be the cool, calm center of the storm in your organization. And please share with us your own crisis management best practices, so we can keep the ball rolling.

Sincerely,

Steve Goldstein

Editorial Director, *PR News*
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