PRNews
Crisis Management Guidebook
volume 3
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
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