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PRNews'

Crisis Management

GUIDEBOOK



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**PR CRISIS MANAGEMENT
GUIDEBOOK**

Volume 6

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Editor's Letter

PR's Leadership Role in Crisis Management Begins Now

Dear Reader,

Crisis are a part of doing business. Handled well, they demonstrate to your publics that yours is an organization that puts people before profits, truth before denial and spin.

When a crisis is handled poorly, it can escalate to a point of no return.

The key to handling crises is to be ready ahead of time for the storm that is always on the horizon. Proper planning can take the panic out of the initial response to a crisis and can set the tone for the post-crisis communications, out-reach and repair efforts.

Crisis planning means taking a long, hard look at your company, its products and services and the people who represent the company to the world. It means assessing weaknesses and vulnerabilities.

It also means strategizing and creating an action plan; one that identifies teams, internal assets, lines of communication and communications protocols.

You may do a great job of communicating to your core constituencies, but when a crisis hits, your audience is mostly composed of complete strangers and you must deliver your messaging with that fact in mind.

This edition of the PR News Crisis Management Guidebook brings together the latest research, case studies and expertise from the field of crisis management. The authors have been in the trenches and bring to the table a wealth of experiences. The content in this guidebook will provide you with guidance on issues ranging from research tips to social media tactics to having an effective crisis plan. As crisis management is not a science, per se, you'll find many different views on best practices, but you are certain to find interesting and game-changing takeaways from all of the contributors.

We hope you enjoy this Guidebook and will update us at PR News on your communications successes.

Sincerely,

The PR News Editorial Team

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