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**FOR IMMEDIATE RELEASE**

***PR NEWS* and Levick Strategic Communications  
Launch Crisis/Legal PR Bulletin**

**POTOMAC, MD**, April 10, 2006 – *PR News* and leading crisis communications firm Levick Strategic Communications have launched a one-of-a-kind Web site to provide PR and marketing professionals with detailed information and strategic guidance on a host of crisis and legal matters.

The site serves as a one-stop resource for the growing number of PR and marketing professionals at law firms and for in-house communications professionals at corporations who are on the front lines of litigation and crisis communications issues.

*PR News*' Crisis & Legal PR Bulletin, located at [www.prnewsonline.com/legalpr](http://www.prnewsonline.com/legalpr), reports on the issues surrounding lawsuits, crises, and how communications counselors can best work with lawyers. Additionally, the site contains a wealth of articles and case studies on outstanding communications initiatives and campaigns within corporations and at law firms nationwide.

The Crisis & Legal PR Bulletin includes articles, opinion pieces, case studies, and additional research written by *PR News*' editorial staff, Levick Strategic Communications' counselors, and other key thought leaders in legal public relations, litigation communications, and reputation management.

“The Crisis & Legal PR Bulletin is responding to a PR community that is hungry for information on how to better handle crises and how to work more effectively with their legal departments and law firms,” says Diane Schwartz, VP and Group Publisher of *PR News*. “We’re excited to be working with our partner, Levick Strategic Communications, to provide communications professionals with the most reliable information on this critical topic.”

“Given the speed with which the global marketplace moves today, the need to win in the court of public opinion is acute,” Richard S. Levick, Esq., President and CEO of Levick said. “The result is that, with litigation communications and high stakes matters, victory requires dedicating every resource possible to protecting the organization’s most valuable asset – its brand.

“We are thrilled to be working with the all of the professionals at *PR News* to produce this very valuable tool,” added Mr. Levick.

### ***About PR News***

Now in its 61st year, *PR News* is the most trusted, executive level, reader-supported publication that helps enhance the business impact of PR. Each week, *PR News* delivers ideas, tactics and tools to maximize an organization's communications efforts. The Crisis & Legal PR Bulletin, at [www.prnewsonline.com](http://www.prnewsonline.com), is one of many news resources and services provided by *PR News*. Other programs include the Platinum PR and PR People Awards, the CSR Awards and the Nonprofit PR Awards. *PR News* also publishes, via the *PR News* Press, the "Top 100 Case Studies," "From the PR Trenches;" "Guide to Best Practices in PR Measurement," "Guide to Best Practices in CSR," and other strategic and tactical guidebooks for PR professionals. For information on *PR News*, visit [www.prnewsonline.com](http://www.prnewsonline.com).

### ***About Levick Strategic Communications***

Levick Strategic Communications is a global leader in high-stakes communications. The firm directs communications programs on the highest-profile matters, from the Catholic Church controversy to the most significant matters arising out of the Middle East. The firm was recently named Crisis Communications Agency of the Year by *The Holmes Report*. Richard Levick was also named by *PR News* as the Public Relations Professional of the Year for U.S. Agencies in 2002, and along with other members of the firm has written several books, including *Stop the Press: The Litigation PR Desk Reference* and *365 Marketing Meditations: Daily Lessons for Marketing & Communications Professionals*. For more information, visit [www.levick.com](http://www.levick.com).

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