



Public Relations Crisis Management

Magas Media Consultants, LLC (MMC) develops public relations programs that connect our clients to the audiences they need to reach. If your organization is looking to sell a product or service, excite investors, highlight an important social issue or communicate during a crisis, our public relations consultants have the experience, creativity and resources to establish your company as the best amongst your competition.

PUBLIC RELATIONS CRISIS MANAGEMENT

Crises can be caused by accidents, scandals, hostile takeovers, product recalls, strikes, death and many other causes. No organization is risk free. A well-earned reputation can be lost overnight if a crisis is badly handled. It is therefore essential that organizations plan and prepare thoroughly for crises.

MMC has the skills and expertise to guide their clients through the proper actions to take when an unexpected crisis arises. The following is a brief, immediate-response plan that MMC has developed to help their clients through these crisis situations. We recommend that our clients execute these steps with compassion, alacrity, accuracy, and responsibility to effectively manage a PR crisis and ensure their company's credibility and reputation.

Steps to Crisis Management:

- Remain calm
- Gather facts
- Identify your audience
- Realize your employees are a valuable PR resource
- Be proactive
- Tell the truth
- Treat the media with respect
- Contact MMC
- Schedule a Crisis Communications Training Session

CRISIS MANAGEMENT

Crises can be defining moments for an organization's reputation and often strike when a company seems least prepared. Often companies and organizations are judged not on the good work that they do, but how they deal with things when they go wrong. Public Relations Crisis Management covers any situation where an organization could face negative feedback in the public arena, often in situations where the press begins looking for comments or interviews.

MMC's management of crisis situations begins with a quick but thorough assessment of the facts and potential vulnerabilities, followed by a step by step crisis response plan and a plan to remediate the damage once the crisis has passed. As an immediate response prior to picking up the phone and calling MMC, we recommend that our clients follow the steps below when experiencing a PR crisis:

Remain Calm

When a crisis arises, your initial reaction may be to panic. However, it is important that you maintain a professional demeanor so that you can effectively work towards solving the issue and demonstrate your company's credibility to the media.

Gather Facts

In order to determine how to solve the issue, it is extremely important that you acquire information from various sources. In addition, you should utilize the expertise of our media relations and communications legal professionals to gain appropriate counsel on how to handle your crisis.

Identify Your Audience

Audiences to consider include, but are not limited to: customers, vendors, company shareholders, and employees. Make sure that you use the proper channels to address each specific audience, and speak in words and terms that they understand.

Realize Your Employees Are a Valuable PR Resource

Employees act as mobile PR representatives for their company. If employees feel confident in their company's practices, they will spread their sentiments through word of mouth. It is important to keep employees updated with any news about the crisis so that everyone can collectively work towards a resolution.

Be Proactive

Do not fall into a reactionary mode; make others react to your press. This means taking the initiative to release statements and not simply reacting to what others are saying about your situation.

Tell the Truth

Be open and honest about your situation. Even if the truth temporarily hurts your company, any misrepresentation of facts will ultimately damage your company's credibility in the long run. However, if you do not know the answer to a question posed by the media, it is best to offer to answer the question later.

Treat the Media With Respect

After a PR crisis breaks out, it is best to ally yourself with the media in order to maintain your company's reputation. Media members may ask firm executives probing questions, and at times even seem hostile. However, responding with hostility naturally prompts media members to speak negatively about your company. To avoid this, it is best to treat media members in a respectful manner while providing them with truthful facts about the crisis.

Contact Magas Media Consultants, LLC

Our communications experts are your most important resource for handling a PR crisis. Working with media relations consultants at MMC will help your company by providing unbiased opinions about your vulnerabilities and communications plans, as well as anticipating questions of the media and helping you create appropriate answers. The experienced professionals at MMC know how to manage potential PR catastrophes and minimize the damage to your company's reputation.

Our experience spans business-to-business, investor and consumer crises such as product recalls, attacks on product integrity, litigation, mergers and acquisitions, earnings surprises, and management changes. We strategically manage client crises to resolution, communicating as appropriate with both internal and external audiences.

Schedule a Crisis Communications Training

Proactive and reactive crisis management and how an organization responds to a crisis can have a greater impact on the ultimate damage to its reputation and bottom line than the crisis itself. Our highly customized training shows clients how to avoid the most common mistakes organizations make in crisis communications. Among the techniques taught are putting a human face on a crisis response and shifting the emphasis from the tragedy to the remedy.