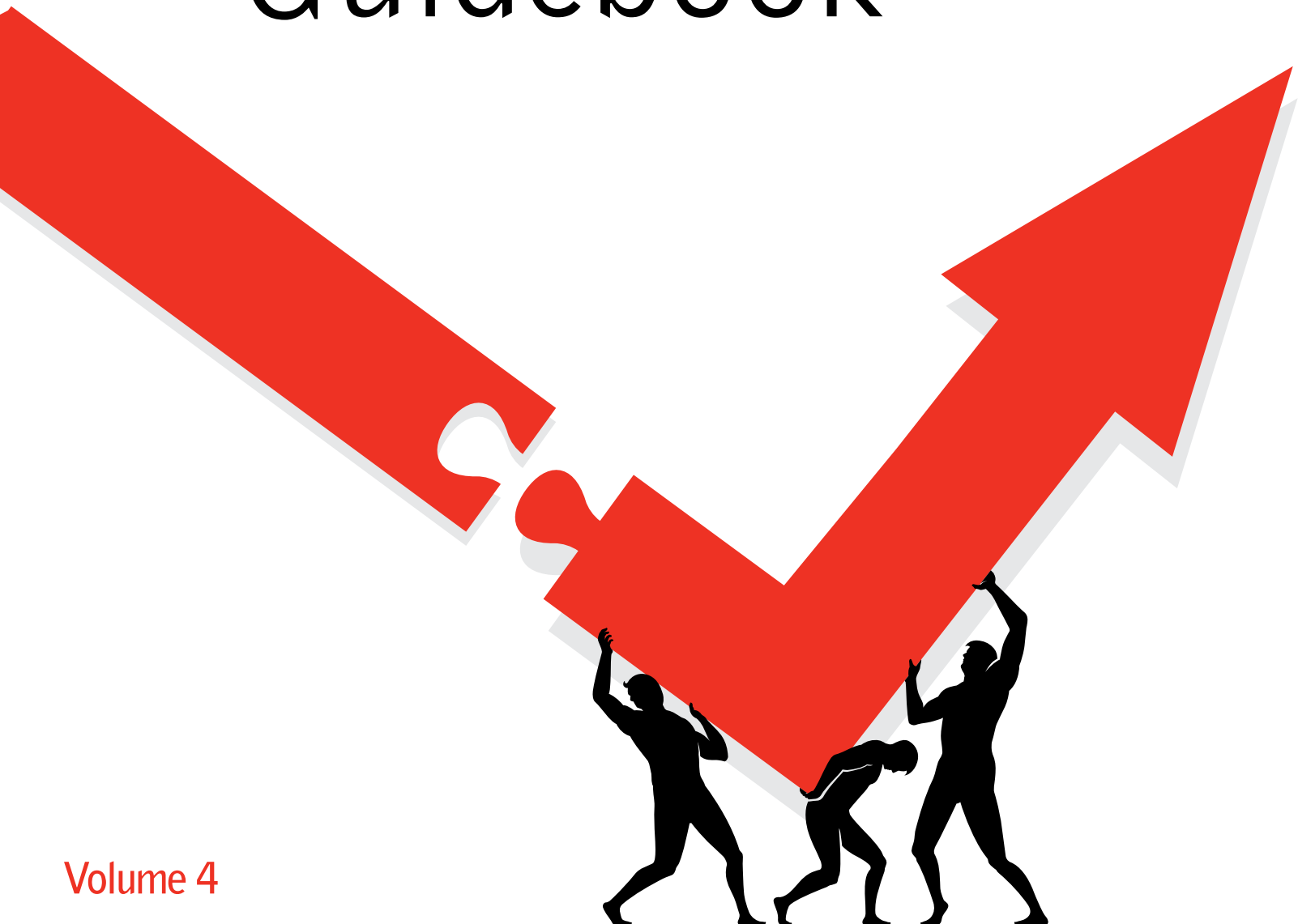


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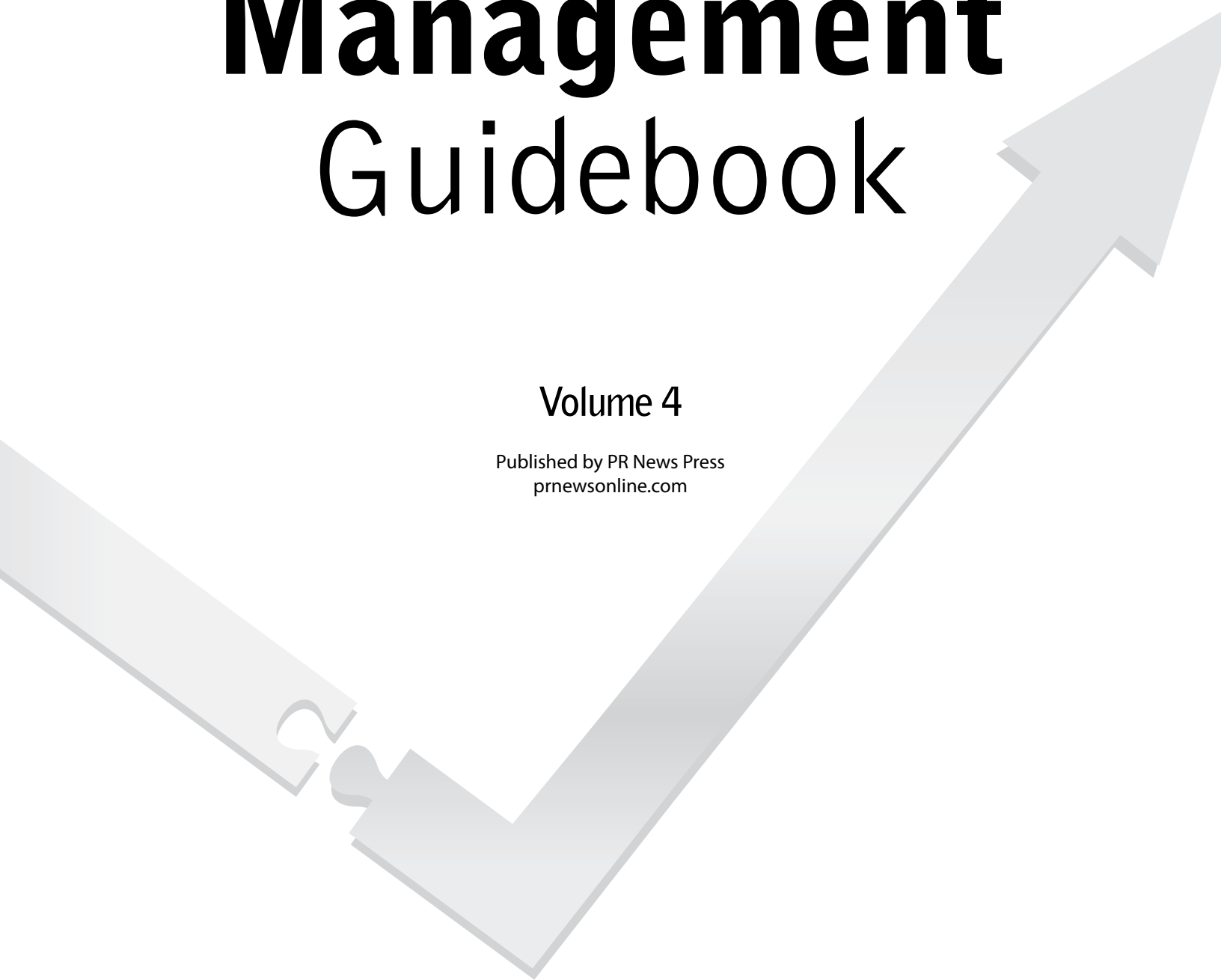
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Volume 4

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PR News published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Second Floor,
Rockville, MD 20850 USA 888.707.5814

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EDITOR'S LETTER

More Potential for Crises, More Tools for Crisis Experts



"Bad news spreads faster than ever before."

That was one of two underlying themes during the 2010 *PR News* Digital PR Next Practices Summit panel, "Smart Digital Tactics During a Crisis." The bad news can start small—a Facebook page launched by a consumer who objects to your company or client's depiction of moms in an ad, a video posted on YouTube of creatures scurrying about in a darkened shop or restaurant, a blog post from someone taking issue with an off-the-cuff comment made by a CEO in a speech to what she thought was a small crowd of 75 people. Never mind something as massive as an oil spill in the Gulf of Mexico.

Which brings me to the second underlying theme of the Digital PR Summit panel discussion: There are more ways than ever of establishing transparent, two-way conversations with audiences. The technology and new modes of communication that increase the risk of business and reputational crises are also tools for PR professionals to master as they find new ways to prepare for, manage and, best of all, prevent crises. And that's where this book comes in.

PR News' Crisis Management Guidebook Vol. 4 is your up-to-the-minute toolkit to be used before, during and after crises. In these pages you will find insight, best practices, tips and case studies from crisis management professionals and *PR News'* editorial staff. You'll learn how to distinguish a crisis from a simmering problem, keep top executives on message with the media, manage your online reputation, build a crisis response team, incorporate social media into your crisis plan, manage user content on Facebook, respond to online criticism and much more.

We'd like to give a special thank you to all of our guidebook contributors who lent their case studies and expertise to this fourth edition of the *PR News* crisis guidebook. And to our readers, we know this guidebook will give you that sense of preparedness you seek. Keep us posted on your successes so that your crisis management story can be featured in the next edition of this guidebook.

Sincerely,

Steve Goldstein
Editorial Director, *PR News*

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