

CRISIS COMMUNICATIONS MANAGEMENT

PRCA PRACTICE GUIDES

CRISIS COMMUNICATIONS MANAGEMENT

BY

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FOREWORD

PRCA Practice Guides are a series of uniquely practical and readable guides, providing PR and communications' professionals, new and experienced alike, with hands-on guidance to manage in the field. Written by experienced practitioners who have been there and done it, the books in the series offer powerful insights into the challenges of the modern industry and guidance on how to navigate your way through them.

This book aims to help PR and communications' practitioners prepare for potential crises, to develop a crisis communications strategy and policy for each client, to take steps to be ready and well-prepared, and to handle communication with media and other stakeholders in a calm and professional manner when a crisis occurs. The book is intended to be a practical guide, so there are numerous examples, checklists and 'what would we have done?' questions scattered throughout the text.

Adrian Wheeler started out as a local newspaper reporter before training at a financial PR firm in the City. He co-founded Sterling Public Relations, a general practice agency, in 1976. This firm became the UK office of GCI Europe. As CEO of GCI UK, Wheeler led the company into the UK Top Ten and in 2000, as chairman of GCI Europe, oversaw the development of a 28-office network with 53 multi-country clients. Since 2006 he has been a partner in Agincourt Communications and a non-executive director at Liquid,

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