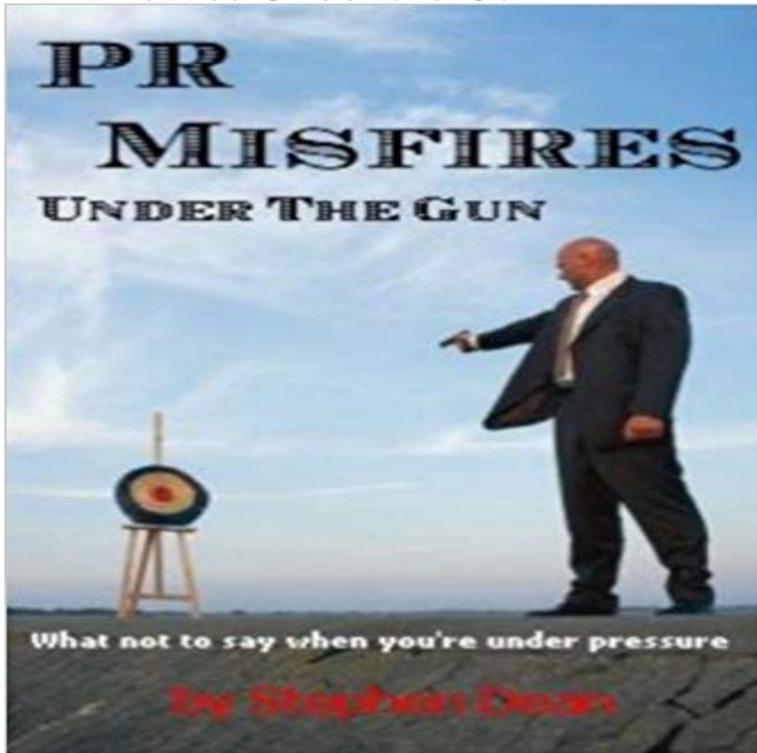


PR Misfires Under the Gun



A public relations annoyance can flash into a costly corporate disaster in a few short hours. Toyotas mishandling of sticking gas pedals is new evidence of how costly PR misfires can be, but when your company or your client faces an emergency that seems manageable at first, how will you handle it? When sirens are blaring or details are still unfolding, being confident of how to handle it and knowing what not to say can be the difference between life and death. In the third book from Peabody Award winning investigative reporter Stephen Dean, you can learn from an unparalleled collection of real mistakes when companies and people were under the gun. When hospital executives were under stress, they locked reporters inside a burning building. A child care caseworker worked so hard to evade cameras that he nearly crashed his car with a high-profile child strapped inside. A Fortune 100 executive attacks a camera after testifying in Washington, marketing whizzes measure a sidewalk to keep reporters away as Enron is imploding, and a prison officials choice of words during a riot leads to a hostage being executed. It can happen in a flash. The mistakes made by police, government leaders, company executives and anyone who deals with the media can be costly for years after an event fades from the headlines. The dramas that unfold in these pages can help anyone navigate through crises, when seemingly simple questions could lead to behavior that changes the entire thrust of how the story unfolds. The author of PR Misfires Under the Gun has been a radio and television reporter since 1984, serving on countless panels on how to handle emergency public relations. Covering three state capitols and hundreds of local governments, he has testified before a Texas state senate committee and was chosen to serve on a governors panel that explored media mishaps that led to death in an Ohio prison riot. When will a

surprise change your career or your companys entire future? The lessons in these pages can decide how any professional, politician, or emergency worker can take a potential disaster and turn it into a well-handled ordeal.

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