



Public Relations: Media Relations and Crisis Communications

Week 1: Understand Public Relation's Role in Issues Management

Lesson 1: The Rise in Reputational Risk

Lesson 2: Identify, Analyze, and Prioritize Potential Issues

Lesson 3: Do's and Don'ts for Communicating in a Crisis

Assignment: Conduct an environmental scan to identify potential issues that your organization may face. Use media monitoring, competitive research, and internal interviews to assess the level of threat each issue presents. If you do not have a current organization to refer to, you can choose an organization for which you'd like to work for the purposes of this course.

Week 2: Prepare for Crisis

Lesson 1: Determine Stakeholders, Spokesperson, and Create a Crisis Team

Lesson 2: Develop Standby Statements and Materials

Lesson 3: How To: The First 12 Hours of a Crisis

Assignment: Select one potential issue that faces your organization and write a standby statement that addresses it. Name the spokesperson, the method of distribution, and explain the situation.

Week 3: Determine a Crisis Response Strategy

Lesson 1: Offensive and Defensive Responses

Lesson 2: Diversionary and Commiseration Responses

Lesson 3: Rectifying Behavior and Strategic Inaction

Assignment: Create a plan of response for one of the issues facing your organization. Outline your recommendations for response strategies and describe how they would be implemented.

Week 4: Recover from a Crisis: Image Repair

Lesson 1: Evaluate and Adjust your Approach

Lesson 2: How to Recover Your Reputation

Lesson 3: Lessons Learned: Who Got it Right and Who Got it Wrong

Assignment: Review a crisis situation (provided) and describe your recommended course of action. Draft a letter to the client outlining your proposed response and rationale.