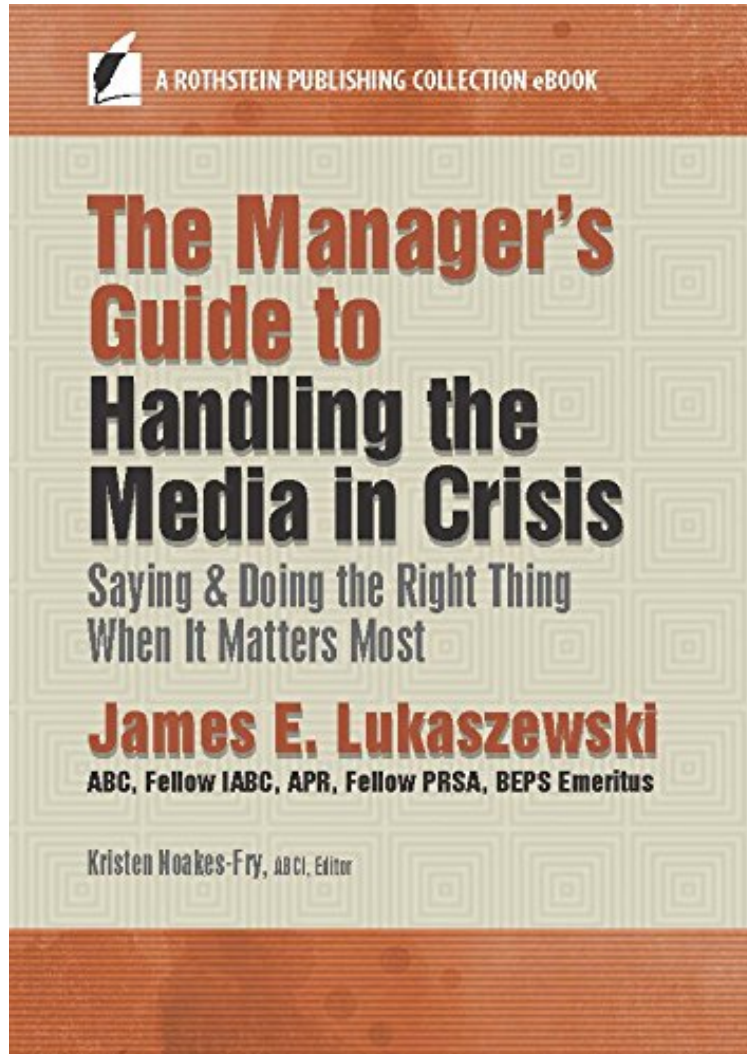



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## The Manager's Guide to Handling the Media in Crisis: Saying Doing the Right Thing When It Matters Most (A Rothstein Publishing Collection eBook)

*James E. Lukaszewski*

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I've read on crisis communication and if you have anything to do with the subject, it ought to be on top of your reading list. I've been helping organizations in this discipline for more than 30 years and have read virtually all the books on the subject. I just wish I'd had this book all those years. Lukaszewski has brought it all together in a very logical and readable way. His advice will guide you through just about any kind of crisis. This book will always be close at hand as I work with organizations that are dealing with, expecting - or even in the more typical "it won't happen here" mode. Thanks, Jim!

Attracting media attention is surprisingly easy -- you just want it to be the right kind! If an event causes the phone to ring and TV cameras to appear in your lobby, you need confidence that the people who happen to be at your worksite that day are prepared. That's easy if everyone -- executives, PR, managers, and employees -- is familiar with Jim Lukaszewski's sure-fire methods for handling the media. James (Jim) Lukaszewski, America's Crisis Guru, is one of the most visible corporate go-to people for companies when there is trouble in the room or on the horizon. The Manager's Guide to Handling the Media in a Crisis: Doing and Saying the Right Thing When it Matters Most, shares with you the skills he has developed in 30+ years of helping companies in crisis management, employee communications, ethics, media relations, public affairs, reputation preservation, leadership restoration, and recovery. Jim speaks annually before a wide variety of local, statewide, national and international organizations and associations heard by thousands of each year -- and in this book, he is speaking directly to you. With this book as a guide, you will be able to: Create and deliver the message that best represents your organization. Understand what it takes to be an effective spokesperson. Make sure everyone is aware of company policies and procedures relating to the press. Be aware of the needs, deadlines, and priorities of reporters. Prepare to give good answers to all sorts of questions. Monitor social media, assess its impact. Identify the ways social media could be used to attack your company. Preserve company reputation amid a flurry of conflicting publicity. Reading this book, you will see why, wherever there is or can be trouble and crisis, affected audiences and troubled leaders are waiting to learn the way out of their problems from Jim. The book is practical, easy to read, filled with real-world case studies, checklists, anecdotes, discussion questions, and easy-to-remember tips for success.