

Public Affairs Strategists

Crisis Communications

Clear Vision.

Focused Response.

PolicyWorks' Four Fundamentals of Crisis Communication

- > **Act fast** Reacting quickly sets the tone for how your response will be perceived.
- > **Be transparent** Today's media cycle is fast, but that doesn't mean the story will simply go away.
- > **Tell your story** PolicyWorks will train your spokespeople, sharpen your talking points and coordinate media attention.
- > **Tell the truth** Mistakes are often forgivable; lies are not.

Don't be caught unprepared.
Our team of experts is standing
by to help you anticipate troubles
ahead.

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When a crisis strikes — and it will — the goal is to emerge with your brand intact.

PolicyWorks' public relations strategists and partners are experts at helping you see around the corner, preparing for likely — and even some unlikely — disasters.

