Video: How to Handle a PR Crisis

To be most effective, crisis planning has to start now, before there's a crisis to respond to, advises Androvett Legal Media & Marketing in a **new video and post** on the company's website.

"When there is a crisis, you want to be ready to jump into action as fast as possible, not starting from scratch. But remember, being fast doesn't mean being sloppy. You can take a very strategic approach to putting your plan together," according to the post.

The authors discuss some simple steps to follow, including: identify what matters, identify your audiences, list the questions, write out your answers, designate a single spokesperson, identify clear lines of authority, and consider media training.

See the video and post.