



01

OVERVIEW

Anglin PR helps businesses and organizations that are experiencing a crisis or potential crisis. We **provide same day "triage"** to prioritize next steps, write key messages, manage social media and prep spokespersons for comment as needed. **The first 48 hours of a crisis is key** to containment and reputation protection. Our most experienced crisis staff each have 25+ years of crisis communications experience.



04

FRAUD AND THEFT

When an business experienced internally-initiated fraud, it caused them to transport youth without proper auto insurance. Anglin PR worked with business leadership and their legal team on notifications and key messaging to those affected to apologize for the mistake and repair the relationships. Anglin PR also worked with the insurance agency to plan the best response should the situation be exposed in a more public way. **The relationship/communication efforts were successful and there were no resulting lawsuits and no loss of business.**



06

LEGAL CASES

Regardless of the outcome of the case, Anglin PR **helps the business or organization manage its reputation throughout the process.** Anglin PR worked with a youth organization where an employee was accused of sexual misconduct on the job and investigated by law enforcement. Another organization was sued for discrimination by a transgendered employee. A politically-charged topic, it quickly elevated to national media attention. In these and other sensitive cases, Anglin PR reviewed legal filings and the organizations' policies, advised on communication strategy to mitigate reputation damage, managed media inquiries and created tools needed to explain the situation to key audiences.

02



NATURAL DISASTERS, JOB-SITE ACCIDENTS & HUMAN ERRORS

that cause loss of life, injuries, property damage and production interruptions. Anglin PR advises on communication strategy to mitigate reputation damage, prep spokespeople, manage media inquiries and create tools needed to communicate about the situation.

03



DATA BREACHES & REGULATORY NON-COMPLIANCE

When a financial institution had a data breach, Anglin PR helped with required notifications to customers and communicated the steps the company took to **ensure protection for customers** in the future.

05



SIGNIFICANT BUSINESS CHANGES

Anglin PR worked with a large organization to communicate leadership changes and staff turnovers after rumors and misinformation began to spread. Our firm helped the organization **word messages about sensitive changes** and develop more consistent communications.

07



POLARIZING TOPICS

When a university removed some religious icons from campus, it caused a national, public backlash. There were demonstrations fueled by freedom of speech and freedom of religion concerns. Politicians began weighing in on the subject. Anglin PR responded immediately to develop key messages, connect with interested reporters, prepare university leadership for public statements and create communication tools to provide updates for the public. The university's **quick response and communications helped to reduce tensions and deescalate the situation.**