

Checklist for Handling Negative PR Using Press Releases, Stunts, and Media Outlets**

- [] ****Draft an Initial Statement:****

- Craft a clear and concise press release acknowledging the issue.
- Include facts and express commitment to resolving the problem.
- Ensure tone is empathetic and professional.

- [] ****Plan a PR Stunt:****

- Brainstorm a creative and positive stunt to shift focus away from the negative PR.
- Ensure the stunt aligns with your brand values and addresses the concerns.
- Plan logistics, including timing, location, and necessary approvals.

- [] ****Engage with Media Outlets:****

- Identify key media contacts and outlets relevant to your industry.
- Send the press release to these outlets and request coverage.
- Offer interviews or exclusives to reputable journalists to ensure your side of the story is heard.

- [] ****Monitor Media Coverage:****

- Track the press coverage and public response to your press release and PR stunt.
- Use media monitoring tools to keep tabs on mentions and sentiment.
- Be prepared to address any further misinformation or backlash promptly.

- [] ****Evaluate and Adjust Strategy:****
 - Review the effectiveness of your press release and stunt in mitigating the negative PR.
 - Assess feedback from media outlets and the public to determine any gaps in your approach.
 - Make necessary adjustments to your ongoing PR strategy to prevent similar issues in the future.

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