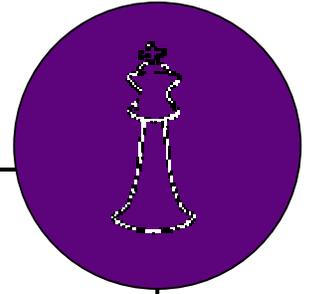


DEVENEY COMMUNICATION

CRISIS COMMUNICATION



A controversy, crisis or misunderstanding played out in the media can cripple an organization and reverse the progress achieved through other public relations tactics. Deveney Communication has years of experience handling the delicate—and often threatening—issues that arise due to internal and external crises.

We assess the situation realistically, create an appropriate plan, and execute it with precision.

Crisis Management

Nobody likes to think about a crisis, but at Deveney Communication, we believe that being prepared is half the battle. A key facet of our communication support is preparing our clients for difficult or unexpected situations, working to leverage each challenge or change into an opportunity for their advantage.

We work by the motto "be prepared," creating comprehensive crisis and response plans for clients, often putting out fires before they ignite. Combining our unsurpassed reputation with our media savvy, we are adept at handling media inquiries for our clients regarding crises, incidents or critical topics.

Working to unify all levels of management and staff, we ensure that consistent messages are channeled to the media from a controlled source. A united front is crucial to maintaining credibility in a skeptical world.

Specific tactics we employ to manage a crisis include:

- Preparing public statements and the individuals who deliver them
- Training administrative leaders to handle interviews from every possible media, teaching you that an interview is message driven, not question driven
- Developing counter-attacks on criticism
- Conducting research to accurately measure attitudes and beliefs about an organization

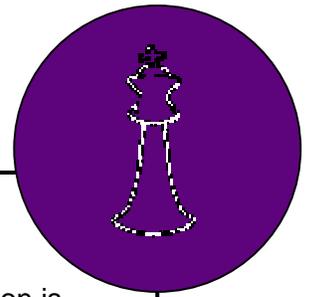
Our team can quickly develop an external crisis communication plan, fact sheets, backgrounders, statements and advisories as necessary, integrating market strategy with key messages that suit the situation.

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DEVENEY COMMUNICATION



Litigation Public Relations

Attorneys are finding it increasingly useful to employ public relations firms when litigation is or may be involved with a case. The client is far more successful when they use this team approach that embraces important complementary disciplines.

Attorneys gain favorable legal outcomes for clients; Deveney Communication can assist the legal strategy and ensure that clients gain favorable outcomes in the court of public opinion. Whether the publics are internal or external, this team approach will win these parallel conflicts.

Deveney Communication can support a legal team in:

- Evaluation and analysis of public relations liability and damage exposure that could result from the litigation in question
- Key message development
- Media training
- Evaluation and analysis of public relations defenses or any proactive tactics that may be employed
- Helping to anticipate jury and jury pool reaction to witnesses, experts and demonstrative evidence, as well as the case in general
- Analyzing the ability of parties on either side of litigation to effectively respond to the public relations demands of the case and recommending improvements to response systems

It is important to understand that in high-profile litigation the court of public opinion usually renders a verdict immediately. In order to endure litigation, organizations must master media attention. If a reputation is spoiled or ruined by inaccurate publicity, even a favorable courtroom victory may be less favorable in the long run.

Our Experience

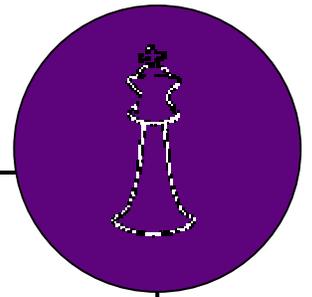
Deveney Communication has managed the media relations and public relations surrounding one of the most public EEOC conflagrations in recent Louisiana history, including a very public filing of charges, accusations of racism, gross negligence and abuse of minority employees.

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Other crisis communication/litigation public relations experience includes:

- National media relations for the NAACP's lawsuit against the American paint manufacturing industry
- Strategic planning and regional media relations efforts for the New Orleans Police Foundation's release of a controversial study examining the reasons for a decline in police force strength
- Counseling and implementing proactive and reactive strategies for the Pharmaceutical Research and Manufactures of America (PhRMA), the leading trade organization representing top research-based pharmaceutical and biotechnology companies in America
- Coordinating the public relations, community relations and media strategy behind the battle between national fried chicken king Al Copeland and best-selling author Ann Rice
- Managing all communication strategy and implementation—including the Capital Punishment Moratorium—for the Louisiana State Bar Association

Issues

EEOC
Racism, discrimination
Zoning
Labor, strikes, union activity
Intellectual Property
Internet, technology and rights
Termination, severance
Governmental and regulatory litigation
Fair trade practices
IRS and federal corrective action
Ownership scandals
Environmental issues
Legislation and constitutional amendments
Health threats

Preemptive

Healthcare
Trade associations
Professional licensing
Education
Tobacco settlement funding
Art and photography

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