

Table of Contents

FOREWORD	2
PROLOGUE	5
SEVEN STEPS TO CRISIS PREP	9
1. <i>Get a Head Start - Brainstorm</i>	9
2. <i>Headliners - Local Media Meet & Greet</i>	11
3. <i>Getting Your Head Together – Basic Prep</i>	14
4. <i>Get Ahead of the Game - Preparing for Media Onslaught</i>	16
5. <i>Talking Heads: Media Training Tips for Spokespersons</i>	25
6. <i>Get Your Head Around Social Networking</i>	33
7. <i>Head ‘em Up and Move ‘em Out – The Crisis/Event Checklist</i>	36
The Anniversaries – A Quick Note	39
AUTHOR BIOGRAPHY: DIANE MULLIGAN	41
APPENDIX A	

“Hope for the best but prepare for the worst.”

– old English proverb