**How to Communicate in a Crisis**

To bounce back after a crisis, confront the issue head-on and be transparent with communication, Padilla's Bob McNaney writes. He advises companies to avoid saying "no comment" when dealing with the media, and to listen to the advice of lawyers.

***Tactics 9/2017***

<http://apps.prsa.org/Intelligence/Tactics/Articles/view/12033/1147/Recovery_Mode_Bouncing_Back_From_a_Crisis_Stronger#.WcZdk7pFzwp>