**United Shifts PR Strategy to Highlight Changes**

United Airlines has shifted its PR strategy in response to the violent removal of a passenger from one of its flights, launching a multimedia campaign to highlight changes in its overbooking policy. "On a scale of zero to 10, [United's PR response] was in the negative a few weeks ago. Right now, they are probably near a four," North 6th Agency CEO Matt Rizzetta says.

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