**"Wait And See" is Sometimes the Best Response to Negative News**

When negative stories have the potential to hit the news, companies should often avoid rushing their response by taking on the "wait and see" approach. By taking a step back to assess how the situation is unfolding, companies can analyze whether their target audience will be affected by the stories and can analyze whether the negative story will have a significant impact on the company.

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<http://apps.prsa.org/StrategiesTactics/Articles/view/12365/1162/When_Wait_and_See_Is_the_Best_Response_to_Negative#.W9Rb1vZFwid>

Image credit:

<http://www.ishmaelscorner.com/wp-content/uploads/2013/09/frustrated-executives-updated.jpg>