**Chapter 12: Issues and Crises**

**Class Activity 1: Saying Sorry**

The chapter states that apology is an important part of crisis. However, the chapter also states that apology can cause certain problems.

Analyze when an apology can backfire as a PR strategy.

Are there certain types of apologies that actually make a situation worse?

**Class Activity 2: Crisis Identification**

Identify a recent crisis and conduct a case study analysis on it in a three- to four-page paper. Specifically, identify who or what caused the crisis and how the organization handled the crisis through PR. At the end of the analysis, draw a conclusion on how well or poorly the crisis was handled.

**Class Activity 3: Crisis Identification**

Identify a crisis and analyze what could have been done early in the crisis to prevent it. Provide analysis of what the organization could have done differently to produce a better PR response.

**Case Study Discussion**

**Case Study Activity 1: PR and Sales?**

In the case study “Is the Customer Always Right? . . . A Big Win for Little Italy,” the restaurant owner said that the restaurant did not experience an increase in sales.

Discuss the role of business sales in PR.

Should PR have an expectation of increased sales? Do sales play any role in PR practice?

Come prepared to discuss and share feedback to promote discussion.

**Case Study Activity 2: Reconsidering Dieselgate**

Consider the following: Suppose that VW admitted their company’s emission problems prior to the academic study. How would this have helped their crisis strategy?

**Case Study Activity 3: Weathering a Crisis**

Livestrong was able to overcome the Lance Armstrong crisis by changing its name and distancing the organization from Armstrong.

At what point do you believe an organization must change its name to distance itself from its past? Think of major crises that have occurred after which the organization kept its name. How did these organizations manage to keep their brand identity? Would they have been better off changing their name?