



MEDIA RELEASE

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Vehr Communications' IPREX Partners Share Expertise in New Book

*Experts bring "how-to" approach and
international perspective to crisis communication*

CINCINNATI (OH) – December 3, 2008 – Vehr Communications announced today the release of a new book written by PR experts from around the globe sharing examples and insights on crisis communication. Published by Kogan Page and set for release in the U.S. on December 8, *Crisis Communication: Practical PR strategies for reputation management and company survival*, takes a comprehensive look at crisis communication with a 'how-to' approach and an international point of view.

Crisis Communication is designed for a wide management audience, including the company board representatives, C-suite executives, marketers and HR specialists. It is written by and for PR practitioners. The 20 authors are senior crisis communication consultants from IPREX, a global partnership of nearly 70 independent PR firms of which Vehr Communications is the exclusive partner from the Cincinnati market.

"No company is immune from crisis. You can bet that every well-managed or averted crisis had a great plan in place in advance and an experienced strategic communications expert behind the scenes," stated Nick Vehr, president and founder of Vehr Communications. "This book compiles advice from some of the best PR practitioners in the world. Learning from the experiences of others is one of the best ways a company can prepare itself."

The book highlights crisis communications examples from the public and private sectors. Each chapter covers one aspect of crisis communication – crisis types (e.g., fraud, environmental, legal, natural disaster, corporate change, product recall), and organizational responses (e.g., branding and strategy, risk management, planning, dealing with the media, working with lawyers).

Readers will receive practical guidance with "how to" advice throughout and a separate section devoted to templates covering everything from strategic planning tools and flow-charts to checklists, sample copy and documents.

Experts also give advice on why the Internet is the perfect platform for creating, feeding and sustaining a crisis, and how it has stimulated a change in response attitude from “pronouncement” to “conversation.” Advice can be found on how such tools as blogs, podcasts, video and RSS feeds can be used in dealing with the new dynamic.

IPREX Worldwide President Jim Walsh (Walsh Public Relations – Dublin, Ireland) welcomed the book: “*Crisis Communication* is well-organized, international, expert and practical. It’s one of the early results of our strategic program to derive maximum benefit – for clients and partners – from our outstanding knowledge base.”

Crisis Communication: Practical PR strategies for reputation management and company survival can be found online at www.amazon.com.

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About Vehr Communications

Firmly anchored in Cincinnati, Vehr Communications, LLC, provides strategic communications services to a broad range of private and public sector clients. It is the exclusive Cincinnati-area partner of IPREX, a global partnership of nearly 70 leading independent public relations firms in major markets in North America, Europe, the Middle East and Asia Pacific.

Reputation. Relationships. Results. That’s PR. That’s what we do. To learn more, please visit www.vehrcommunications.com or call 513.381.8347.

About IPREX

IPREX (www.iprex.com) is one of the world’s major corporations of independent public relations firms. Founded in 1983, its nearly 70 partners have 86 offices in North America, Europe, the Middle East, and Asia Pacific, with annual revenues of \$116m. Its 1,000 professionals provide a comprehensive range of services for some of the world’s most successful companies.

About the editor

Peter Frans Anthonissen is an expert in the field of reputation management and crisis communication. He studied law at the universities of Antwerp, Leuven and Cambridge and, after several years in journalism, founded the communication consultancy Anthonissen & Associates in 1987. His clients have included Renault, Coca-Cola, Procter & Gamble and the Belgian and Flemish governments.

Peter has published 10 books on communication management and is a visiting professor at Antwerp University Management School. He is President EMEA of IPREX.