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ANTI-CRISIS PR

Nowadays a financial and economic crisis and possible ways of its overcoming is a matter of paramount importance for every enterprise in the world and, in particular in Ukraine. In fact this problem must be settled not only on macro- but also on a microlevel. Marketing's departments are not an exception, specially considering that practically all firms are forced to shorten the charges in this direction.

Anti-crisis PR is combination of words, so far not usual for us. Meantime, this direction in PR is one of most called for in the West. Shortly all philosophy of PR crisis can be expressed in one phrase: one should be prepared for to decide the problems long before that they began. PR is widely applied as an instrument for a fight against a crisis, because reputation of a firm suffers, as a result of crisis, that, in turn, affects its profits and development, in whole. It is often enough just an appearance of negative information about an enterprise or its products in MASS-MEDIA to lose its reputation first last and all the time.

There are only three variants of actions in a period a crisis: 1. To fight with a crisis - with a help of PR. 2. To use a crisis for the benefit (it is also possible). 3. Most effective, to prevent crisis, in other words to conduct the "prophylaxis of crises".

At the same time, every crisis that takes place with a certain enterprise in a certain situation and at the certain market is individual, and foreseeing its motion on 100% is impossible. Herein the basic complication of anti-crisis PR consists.

The typical errors of enterprises in crisis situations are, as a rule, expressed in two extremes. "Passive extreme": to "say nothing"; "not to react in any way"; "to watch as a situation will develop farther". "Active extreme": it is "needed to deny" everything; "we must quickly cast aside a prosecution"; "to take advantage of that information that we have, there is not time for examination".

A basic factor in a crisis situation is a factor of time. In practice reaction of our enterprises, companies, organizations, during a crisis, as a rule, is very slow. Principal reasons of this: unavailability to the crisis, absence of the anti-crisis program and a plan of actions, unprepared personnel. It is considered in the West, that organization is already dead for public opinion if it did not go out with the

statement on public during 3-6 hours after appearance of information about a crisis in MASS-MEDIA. "Have the version. Tell everything. Tell quickly", - here principles, offered Michael Rogester, that underlie the first hour professional actions of enterprise during a crisis.

The basis of the anti-crisis PR is a development of an anti-crisis program for a company, enterprise or organization. The anti-crisis program is the program of actions of company before, during and after a crisis. When developing the anti-crisis program, the Chase's theory of the problems management of is involved, in accordance with what, basic problems can be foreseen 1-3 years prior to their origin.

What does an enterprise have to do, when it was loaded heavily with a crisis? It is necessary: to plant oneself clear unequivocal position - flexible enough, but in principle; to centralize communications (only one representative of company has a right to do official statements); to bring over guidance to the active actions; to communicate with MASS-MEDIA constantly; to connect the "external group of support" (specialists, leaders of ideas, clients, users, scientists, officials, representatives of public organizations); not to ignore the workers - they must be informed about essence of the matter and positions of company first of all; to look at a crisis widely (the direction often does not "notice" the beginning of crisis, but shows surplus activity during its peak or growth); to carry out the permanent monitoring and estimation of flowing of crisis (not to miss the moment of growth and not skip a fading moment); to think about keeping of company after a crisis preliminary (an accent will be on that what is done, but not on false steps made).

Public opinion is important for organization both during a crisis and after it. For example, it plays an important role at a judicial trial and making decision by the state structure. For this reason post-crisis reacting is so necessary. As a rule, it is expressed in a PR campaign on renewal or strengthening of reputation and it is also foreseen in the anti-crisis program. Everything depends on strategic thinking of leaders of companies, enterprises and organizations, and also on employees who were engaged in PR. In fact, at the market there are already the proper PR technologies and strategic PR products that fully decide an issue in the sphere of anti-crisis PR.