- Main business suffers directly or indirectly
- Third party involvement

- **PR role in a crisis**
  - Pre planning for crises and identifying issues
  - Advise on the crisis control groups and identify and establish clear lines of communication
  - Advise on the formulation of the plan
  - Instigate trial runs
  - Make sure there are media trained spokespeople: pity, praise, promise
  - Advise on procedures and channels
  - Protect the reputation

- **Charities**
  - Often have many willing volunteers, but no (or very limited) budgets (link this with Quirk and his 4 types of employees)
  - Can be a very competitive marketplace - image and identity important
  - Need patron/celeb/royal to help generate media coverage/raise awareness/help with donation appeals etc
  - Must be seen to be ‘whiter than white’ in terms of how they spend the funds raised
  - May need to find corporate partners/sponsors
  - Funding much more difficult because of the recession?

- **PR/Comms role in a charity**
  - To promote public awareness campaigns