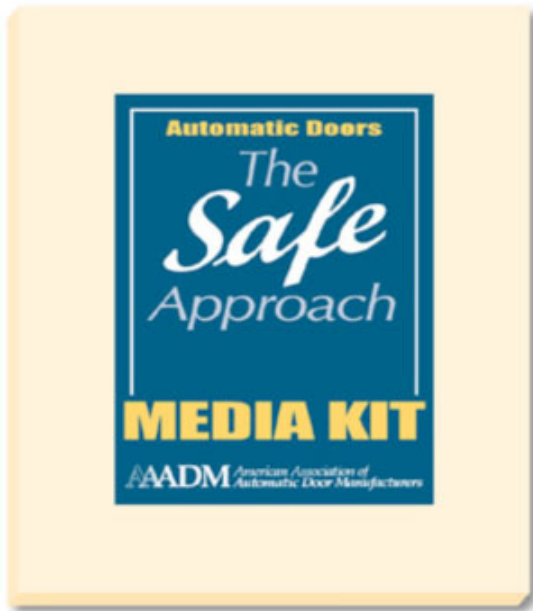


CASE STUDY

AMERICAN ASSOCIATION OF AUTOMATIC DOOR MANUFACTURERS (AAADM)

Crisis Communications



Client Situation:

Dateline and Fox News were starting to publish stories portraying automatic doors as the villain that killed senior citizens by knocking them down at stores and in Las Vegas Casinos.

Tactics:

Diffused negative media coverage and informed the public that daily inspection is the key to safe operation of automatic doors. Used crisis communications techniques as a part of an integrated public awareness campaign. Trained spokespersons for media interviews. Created a media kit that was provided to major broadcast media outlets that included video footage and automatic door industry references that discuss safe operation based on routine safety checks.

Results:

Diffused negative media coverage and raised awareness among users of automatic doors. Stopped Dateline, Fox News and others from misrepresenting the automatic door industry. Received feature article requests.

PRSA Cleveland Rocks Award, IABC Vision Award

An Award-Winning Communications Firm

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