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"What a CEO can do to bulletproof the firm"

By [Janet Lathrop](#)
UNH News Bureau

February 19, 2001

DURHAM, N.H. -- One of a business's worst nightmares is bad publicity. The reputation it took years to build can be destroyed overnight. But did it come out of the blue?

Probably not, says Patrick Jackson, of Jackson, Jackson, and Wagner, Exeter, one of New Hampshire's leading corporate public relations firms. Jackson is the speaker for the next University of New Hampshire CEO Forum, on April 5 at the New England Center on campus in Durham.

Most public relations catastrophes have their seeds within the firm, Jackson contends, and are not simply random bad luck. A CEO who knows what to look for can diagnose the company's susceptibility to such a crisis and take measures ahead of time to "bulletproof" the firm. Jackson's presentation will draw on true case studies from his nearly 50 years of business and professional experience. A former president of the Public Relations Society of America, he was inducted into the Defense Information School Hall of Fame in 1999 and received the Gold Anvil Award, the highest honor awarded to a public relations professional.

UNH's CEO Forum, which is hosted this month by Public Service of New Hampshire, begins at 8:30 a.m. with a breakfast buffet. The program is from 9 to 10 a.m. Networking and informal discussion follow from 10 to 10:30. Please note that the meeting was rescheduled from March 15 to April 5. Registration is requested by Monday, April 2, by calling 862-1107.

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