

## **BAB Associates, LLC -- Crisis Management Communications**

Any scenario that has the potential to negatively impact your business or reputation falls under the scenario of Crisis Management Communications. **The wheels of justice may turn slowly but the ‘Court of Public Opinion’ is swift, brutal and can have an immediate and lasting impact on any organization that finds itself in the spotlight of public opinion and media focus.**

Bruce Babiarz, APR and President of BAB Associates, LLC, worked for five years with Caponigro Public Relations, rising to the level of Senior Vice President and Partner with Founder Jeff Caponigro. Mr. Caponigro is widely regarded as a leading expert in the world on Crisis Communications. He wrote a book called the *“The Crisis Counselor.”* Mr. Babiarz worked closely with Mr. Caponigro on countless crisis scenarios for local and multi-national corporations ranging from embezzlement cases, business bribes, sexual harassment, business fraud to alleged murder cases. Mr. Babiarz managed numerous crisis matters prior to joining Caponigro and has successfully handled countless cases for his firm’s clients.

Perhaps one of the best lessons of Crisis Counseling is the fact that many issues that evolve into “crisis” scenarios could have been prevented if addressed earlier and proactively. We work with clients to address their business operations and “vulnerability issues” that leave them potentially exposed to a crisis, if left unchecked. BAB Associates often works in tandem with an organization’s legal team to make certain an organization is protected in both the court of public opinion and the court of law.

Mr. Babiarz has conducted seminars on Crisis Management Communications with the following professional organizations and routinely works for organizations and law firms in providing crisis communications counsel:

- **Society for Marketing Professional Services**
- **Building Owners and Managers Association**
- **Public Relations Society of America**

**BAB Associates** has handled crisis issues for businesses large and small and individuals involving a spectrum of matters including:

- Alleged Police Misconduct
- Corporate Bribery
- Construction Accidents
- Crisis Counseling and Incident Prevention Planning
- Embezzlement
- Extortion
- Alleged food poisoning
- Food Service Franchises
- Hazardous waste
- Labor disputes
- Law enforcement activity
- Litigation
- Pollution
- Product tampering
- Medical Malpractice cases
- Murder
- Mass Murder
- Theft
- Sexual Harassment
- Suicide
- Wrongful Death
- Wrongful Discharge
- Workplace Violence/Rape