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**Tom Gable of Gable PR Contributes**  
**to *Managing a Public Relations Crisis*; New Authoritative Book**  
**On Strategic Approaches to Saving, Rebuilding Reputations**

SAN DIEGO—Tom Gable, CEO of Gable PR, award-winning public relations professional, author and lecturer, has been selected as a contributor to the recently released book, *Managing a Public Relations Crisis*, published by Aspatore Books.

*Managing a Public Relations Crisis* provided an authoritative, insider's perspective on the key strategies for developing and executing internal and external communications in a crisis situation. Featuring experts from some of the nation's leading crisis PR firms, the book provides a broad, yet comprehensive overview of how a PR crisis evolves, the key steps to mitigating negative press and how crisis planning and support are essential to saving and rebuilding a company's reputation. The book is part of a continuing "Inside the Minds" series from Aspatore Books, providing readers with proven business intelligence for dealing with critical issues they may face in the future.

Gable contributed the chapter on "Fact-Based PR, Not Spin: The Key to Success in a Crisis," based on his more than 30 years of experience in public relations and as an award-winning financial journalist. He has managed crisis and issues management

programs involving land use, hazardous waste, toxic waste, IRS investigations, hostile takeovers, environmental and energy projects, religious scandals, air and rail transportation and highway development. Gable also contributed a “Crisis and Risk Communications Check List” to the book, an outline any organization can follow in preparing its plans.

“As the book clearly demonstrates, crises can be managed, with good strategic thinking, discipline, creativity and sticking to the facts,” said Gable. “The scenarios and case histories are compelling, from turning around an image in the media to providing data to debunking charges from self-interest or organized opposition groups to mounting positive campaigns. The information is timely and compelling. We’ll be adding new ideas from the book to our programs as well.”

For complete information on *Managing a Public Relations Crisis*, please visit [www.Aspatore.com](http://www.Aspatore.com). This is available at bookstores nationwide, by visiting <http://www.aspatore.com/store/bookdetails.asp?id=505>, or by calling 1-866-ASPATORE.

### **About Tom Gable**

Tom Gable is CEO of Gable PR, San Diego, which represents a range of clients from startups to Fortune 100 companies. Tom writes and speaks frequently on trends in public relations, crisis communications and reputation management. He is completing the fifth edition of his *PR Client Service Manual*, sold through PRSA. He has received four Silver Anvils. He has been a leader in advancing the profession, as president of IPREX for two years and chairman of the Counselors Academy. Prior to entering PR in 1976, he was business editor of the *San Diego Tribune*, wrote for *The Wall Street Journal* and other business publications. He was a Pulitzer Prize nominee and holds many awards for writing and public relations.

### **About Gable PR**

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information, see [www.gablepr.com](http://www.gablepr.com).

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