

## ASSIGNMENT # 8

### *Public vs. Private Sector Media Relations*

- Think about how responding to media might be different in the private vs. public sector.
- Find at least 1 news story featuring a public agency and one about a private agency.
- For each article analyze the situation:
  - What happened?
  - Was the business/public agency prepared for the situation?
  - How could the business/public agency have anticipated the situation?
  - What other types of crises could the business/public agency prepare for in coming years?