

1.06% money market account  
subject to minimum balance

FINANCIAL FEDERAL

**tdn SERVICES**

**NAME & PROPERTY SEARCH >>**  
Research millions of people and properties [+]

**CUSTOM LIST BUILDER >>**  
Build a downloadable list of prospects that meet your criteria

**WATCH SERVICE >>**  
Monitor any person, property or company [+]

**DATA DIRECT >>**  
Get valuable lists emailed directly to you

**NEIGHBORHOOD REPORT >>**  
Keep an eye on trends and events near you [+]

**CRIME REPORT >>**  
Up-to-date reports of crimes near you [+]

### FRONT PAGE NEWS

- [Friday, Nov. 18, 2011](#)
- [Thursday, Nov. 17, 2011](#)
- [Wednesday, Nov. 16, 2011](#)
- [Tuesday, Nov. 15, 2011](#)
- [Monday, Nov. 14, 2011](#)

< Back

Go to date:  Go

Search News:  Go

### PUBLIC RECORDS

- [Thursday, Nov. 17, 2011](#)
- [Wednesday, Nov. 16, 2011](#)
- [Tuesday, Nov. 15, 2011](#)
- [Monday, Nov. 14, 2011](#)
- [Friday, Nov. 11, 2011](#)

< Back | Forward >

Go to date:  Go

Search Records:  Go

### PUBLIC NOTICES

- [Friday, Nov. 18, 2011](#)
- [Thursday, Nov. 17, 2011](#)
- [Wednesday, Nov. 16, 2011](#)
- [Tuesday, Nov. 15, 2011](#)
- [Monday, Nov. 14, 2011](#)

< Back

Go to date:  Go

Search Notices:  Go

### MONEY & MARKETS

\$MSTAR 10:19 AM (EST) 3,066

	Chg	%Chg	Value
Morningstar	7	0.2	3,061
...	...	...	...

20 Minute Updates

Home > Article

VOL. 126 | NO. 224 | Wednesday, November 16, 2011

## Guerrilla Sales & Marketing

### Lesson in Perry's PR Recovery

By Lori Turner-Wilson

[Print](#) | [Front Page](#) | [Email this story](#)



Lori Turner-Wilson

No matter what your political affiliations, you have to give Texas Governor [Rick Perry](#) credit for leading a strong recovery strategy after his "oops" moment in the recent Republican presidential debate.

In an attempt to name three agencies of government he would eliminate as president, Perry could only cite two. "It's three agencies of government when I get there that are gone - Commerce, Education and the, um, what's the third one there? Let's see... Commerce, Education and the, um, um," Perry said.

"But you can't name the third one?" asked CNBC moderator [John Harwood](#).

"The third agency of government I would do away with - the education, uh the commerce, and let's see. I can't...the third one. I can't. Sorry. Oops."

The third agency Perry couldn't think of was the Department of Energy, which he talks about nearly every day on the campaign trail. It was every public speaker's nightmare.

While debate fumbles are inevitably part of every election season, what's interesting about this one is how the governor's team led the recovery effort. There's a lesson in this story for every business owner - how to effectively survive a PR crisis. Most businesses in the public eye will eventually face some sort of a crisis. Being prepared will ensure you survive it.

So how did Perry's team handle the crisis? It used a three-pronged strategy of taking ownership, deploying a creative viral marketing effort and embracing the media.

Perry admitted his mistake immediately after the debate, wisely making few excuses. They got out in front of the story and admitted they goofed.

Then they got creative. The campaign sent an email to supporters encouraging them to name the agency of government they would most like to forget with a suggestion to make a \$5 donation along with it. In this email, they astutely aligned the governor with other political leaders who have made similar missteps - Obama, Reagan and Ford.

They also launched a somewhat risky Twitter campaign featuring the hashtag #forgetmenot. While foes no doubt used this hashtag to further poke fun, the Perry camp opted to be part of the conversation.

Then they embraced the media. Perry agreed to several TV and radio interviews, even appearing on Letterman, presenting a self-deprecating tone, which had a humanizing effect.

When faced with a PR crisis, it's critical to have a plan. Equally important is staying ahead of the story. Don't remain silent. While you can't control the entire conversation, at least be a part of it.

Focus on the solutions you're putting in place to correct the issue and

Follow us on Facebook, Twitter & RSS:



Sign-Up For Our FREE email edition

Get the news first with our free daily email

Name

Email

Sign Up

tdn BLOG Get more from The Daily News

Welcome to Stifel Morgan Keegan

Tennessee Jobless Rate Dropped Slightly Last Month

GE Opens New Renewable Energy Services Center in Mississippi

Tigers Notebook: First game provides insight on 2011-2012 team

The NBA Calls Time Out, but Life Goes On

RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	45	239	13,597
MORTGAGES	105	411	20,236
FORECLOSURE NOTICES	0	125	8,640
BUILDING PERMITS	0	702	34,990
BANKRUPTCIES	68	351	16,582
BUSINESS LICENSES	14	77	5,235
UTILITY CONNECTIONS	79	461	24,294
MARRIAGE LICENSES	0	67	5,182

**Judy McLellan**  
The JudyMac Team

"THE #1 AGENT FOR THE MID-SOUTH'S #1 REAL ESTATE COMPANY"

**CRYE-LEIKE**  
901-277-5839 • 901-756-8900  
www.judymac.com

**Want Access to Shelby County's Foreclosure Notices?**

**CLICK HERE**

THROUGH THE LENS

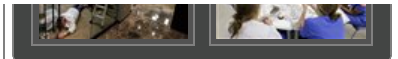
nasdaq	-0	-0.2	4,302
NYSE	0	0.0	7,274
Morningstar	2	0.0	4,601
Small Cap			

© Copyright 2011 Morningstar, Inc.



what your company is planning for the future, pulling some of the attention away from what just happened. Then find backup – supporters, board members, industry experts – who will speak positively about the company or individual at the heart of the crisis.

*Lori Turner-Wilson is an award-winning columnist and managing partner of RedRover Sales & Marketing, [www.redrovercompany.com](http://www.redrovercompany.com). You can follow RedRover on Twitter (@redrovercompany and @loriturner) and Facebook ([facebook.com/redrovercompany](http://facebook.com/redrovercompany)).*



## Weekly Edition

[Issues](#) | [About](#)

The Memphis News: Business, politics, and the public interest.

Most Read

Most Emailed

1. [Regions CFO: Progress 'On Schedule'](#) Nov 16
2. [Heart of Memphis](#) Nov 14
3. [Eighty 3 Brings New Dining to Madison](#) Nov 17
4. [The Right Fit](#) Nov 10
5. [Strip Club Beer Ban Takes Effect Jan. 1](#) Nov 10 @ 2:05P



### Account Info

- [Log In](#)
- [Your Account](#)
- [Create an Account](#)

### Subscribe

- [Subscribe to The Daily News](#)
- [Upgrade Your Subscription](#)

### About

- [About Us](#)
- [Contact Us](#)
- [Privacy Policy](#)

### Help

- [Help](#)
- [Customer Service](#)

### MemphisDailyNews.com

- [Home](#)
- [Blog](#)
- [Facebook](#)
- [Twitter](#)
- [RSS](#)

### Our Services

- [Public Notices](#)
- [Public Records](#)
- [Name & Property Research](#)
- [Data Direct](#)
- [Watch Service](#)
- [Custom List Builder](#)
- [Crime Reports](#)
- [Neighborhood Reports](#)

Copyright 1995 - 2011 by The Daily News Publishing Co. Inc. - All Rights Reserved