

AUGUST 10, 2016 - **ALEXANDER MARKETING CORP.** IN THE NEWS - In Print on Page A9 By Holly Dutton



READ ALL ABOUT IT: In a crisis, you want the right people putting words in your mouth

For Linda Alexander, the founder and president of public relations firm Alexander Marketing, it's all about promoting the good.

"You have to accentuate the positive at all times," said Alexander, who previously wrote about the real estate industry as a reporter before starting her company in 1998.

"It's not usually a client tweeting out something stupid — especially in real estate, and quite often with real estate, with developers and landlords, there will be negative press about something," she said.

"Reporters are great, but there will be people that have a certain viewpoint and write that viewpoint, and you have to say, 'Wait a minute, that doesn't really reflect my client.'"

Alexander has a two-pronged approach to dealing with a problem: One, get the reporter and client together so they can hear the full story, and two, start a campaign promoting the positive aspects of the client.

"Once it's online and all over the place, then it depends upon where it appears and how bad it is, but you cannot refute it and go in and say 'no,'" she said.

"You can't address a negative with another negative, you really do have to accentuate the positive, and start a whole campaign about the benefits that your client provides to the city and community."

But before that process ever has to take place, one of the best safeguards against potential crises starts before the client is even a client.

"If you don't trust your client, don't take them," said Alexander. "Walk away from the account; it's not worth the money. Trust who you're working with, then it's really kind of easy."



LINDA S. ALEXANDER

(EXCERPT)