

PR Problem or Reputation Crisis?

Here's how to tell the difference.

01

PR Problem

- Contained: one channel, one audience, one moment
- Dies on its own in 48–72 hours
- Fix: a statement, a correction, move fast

02

Reputation Crisis

- A pattern, not a moment. Lives in behavior
- Survives the news cycle
- Fix: sustained change over months, not a statement

THE 48-HOUR TEST

Ask: what happens if we say nothing?

- **Dies down naturally**
→ PR problem

- **Reads as admission, keeps growing**
→ Reputation crisis