

Presentation Title: “What If It’s Not a Crisis?”



Janet Kacskos, APR, Fellow PRSA is the communications director for Millersville University. She has been with the University since March 2005. Kacskos has more than 30 years of public relations experience, serving as director of communications for Metropolitan State College of Denver and National University in San Diego. She has experience in high-tech PR, assisting Fortune 500 clients, and she was a working journalist. Her expertise is in crisis PR, media training, media relations, executive writing, communications, counsel and strategy and social media. Kacskos has been active in the Public Relations Society of America for many years and served on the PRSA national board, on the board for the Mid-Atlantic District and was president of both the Salt Lake City Chapter and the Central Pennsylvania Chapter. She also served on the Universal Accreditation Board. She is an alumna of the University of Colorado, Boulder, where she received a bachelor’s degree in journalism and from the University of Colorado, Denver, where she received a master’s degree in communication. In her free time, she enjoys golfing and hiking.

About the Presentation

There is a lot of noise in the world and a lot of things to pay attention to. National news reports range from wars, tariffs and immigration to layoffs and price increases. There have been plane crashes. Massive storms and wildfires are plaguing the country.

The business world and the public in general are overwhelmed with too much information and too many crises. How can we cut through the noise to see if there’s a weakness, a threat or a crisis brewing for our organizations? How can we differentiate a real crisis from an issue or situation that can easily be handled? And if it’s not a crisis, who is going to convince their CEO/boss that they don’t need to act or say anything?

Join Janet Kacskos, APR, Fellow PRSA, to learn how to cut through the noise. She’ll give tips for working with lawyers, strategies to contain and counteract possible crises and provide a few tips of how to get your good news out to the masses.