

# Dennis Dean

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**Bad things happen to good people and good organizations.** *When the wolf is at the door, knowing how to direct the media in a crisis can mean the difference between survival and extinction.*

Dennis Dean is a public relations and communications expert as well as an experienced, Emmy-winning former journalist. He provides public relations counsel, media training, and strategic communications for individuals and organizations. He regularly conducts crisis management seminars and media training sessions and can guide the formation of effective crisis management plans.

Working from extensive broadcast news and public relations experience, Dean provides the knowledge, skills and practical interview experience needed during news media encounters, speeches and presentations. He has helped organizations and individuals generate positive publicity or avoid damaging news coverage, getting them into the news or out of the news.

In addition to public relations work, The Dean Group offers a full spectrum of marketing communication services and tools.

The Dean Group services clients in energy, financial, healthcare, legal, manufacturing and other industries.

*All crisis communication services are confidential.*



***It's About Results***