

“Escalating concerns about corporate reputation will bring most PR practitioners to center stage in their companies this year.”

The Strategist recently spoke with several executive-level PR professionals. Our question: How do you feel the corporate communications function will drive change, improve reputation and boost performance in the long run? While responses reflected a variety of perspectives, one theme was repeated every time: Forthright, transparent communications is more important than ever.



Wanda Herndon

*Senior Vice President, Worldwide Public Affairs
Starbucks Coffee Company*

“We are definitely experiencing difficult times on many different fronts, including the erosion of consumer

confidence as it relates to the economy, high unemployment and global uncertainty. The current atmosphere makes it increasingly important for corporate communicators to provide open, two-way communications channels with their constituents.

“During tough financial times, executives rely more and more on corporate communications functions to communicate key messages in lieu of expensive marketing and advertising programs. As communicators, we understand and appreciate the power of our tools, as it becomes increasingly important to provide credible, accurate and timely information to our audiences.”