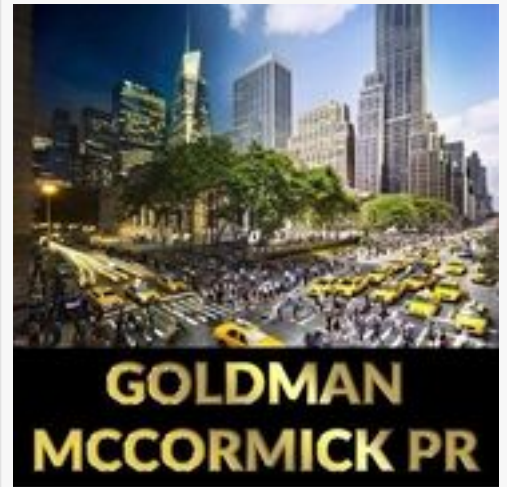


Goldman McCormick PR Warns That the First 24 Hours Can Shape the Outcome of a Crisis

NEW YORK CITY, NY, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- According to PwC's Global Crisis Survey, 95 percent of business leaders expect to face a crisis, while 69 percent have already experienced at least one. For companies and public figures confronting a rapidly developing situation, [Goldman McCormick PR](#) says decisions made during the first 24 hours can have lasting consequences.

[Goldman McCormick](#) PR, a Forbes recognized [crisis communications](#) agency, says the opening hours should be used to establish the facts, determine whether legal counsel is needed and identify who needs to hear from the organization first.



Goldman McCormick PR

"When a crisis breaks, one of the first things you need to determine is whether you're dealing with a legal matter," said Mark Goldman, co-founder of Goldman McCormick PR. "If you are, bring in a competent attorney and make sure your legal and PR teams are working together. What you say publicly has to be precise because a statement made early can create problems that are difficult to undo."

For situations centered primarily on reputation, the communications strategy is different. The response should address what is known, reassure employees and clients that the matter is being handled, and correct false allegations when the facts support doing so.

"The public doesn't expect you to have every answer immediately, but they do expect to see that you are in control of the situation," said Ryan McCormick, co-founder of Goldman McCormick PR. "If an accusation is false, say so clearly. Give the people who matter the information they need, then avoid unnecessary public back and forth that only keeps the controversy alive."

The firm says the goal is not simply to respond as fast as possible. The first response should be accurate, coordinated and appropriate to the circumstances.

Goldman McCormick PR is a crisis communications and media relations agency based on Long

Island, New York. Since 2010, its partners have guided clients through high stakes legal, corporate and personal reputation matters.

Source: PwC Global Crisis Survey 2019

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