

LINK Associates forms new Division, MediaLINK

MediaLINK brings together skills from print and television journalism, major league corporate communications and academic expertise at Master's level in International Public Relations. It aims to capitalise on LINK's 21 years of expertise in crisis management and business continuity and to extend the LINK offer to embrace media responsiveness in the new age of 24/7 news coverage.

Based in LINK's London office, MediaLINK is led by communication specialist Mike Hogan, formerly Head of Global Media Relations at Shell International where he worked with STASCO on marine incidents. Mike is supported by Clare Crowley, who ran Group Media Relations for the Prudential and Stacy Beversluis, who after being Assignment's Editor for CNN, is now a media consultant for LINK/SESI and is providing ongoing press training on behalf of LINK for numerous clients. All of the team combine hands on journalism coupled with public relations experience at the international level.

Explained Mike; "MediaLINK aims to help clients in two ways. Firstly we provide a bespoke crisis management training scheme to help keep media onside as the drama unfolds. But we go one step further; we provide Issues Management expertise which could prevent a crisis becoming full-blown.

"Using techniques such as horizon scanning, boundary spanning and stakeholder matrix management we can show clients how to avoid the "tipping point"....that moment when a supposedly dormant issue becomes a crisis. Something we would all like to avoid.

"The world of crisis management has changed fundamentally with the advent of blogs and citizen journalism. We aim to keep clients ahead of that game; increasingly the media are saying don't just tell me what you are doing...show me."

Biography details

MIKE HOGAN trained as a financial journalist on the FT. He presented The Financial World Tonight on BBC Radio 4; edited The Money Programme for BBC 2 and was deputy editor of Panorama on BBC 1. He directed business programming for Channel 4 where he was given an Academy award for television financial journalism. He has been Head of European Media Relations for PriceWaterhouse and Director of Communications at ARUP Engineering and Design. Most recently he lectured on the MA course in International Public Relations at Cardiff University

CLARE CROWLEY has managed PR for the NATWEST bank; been a media adviser at the Ministry of Defence and was designated press strategist/spokesperson at Prudential plc

STACY BEVERSLUIS worked for a number of publications in the US including McGraw-Hill and has been both producer and editor of CNN international news bulletins. She is a qualified media trainer.

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