

For Immediate Release

Contact: Frederique Nijenhuis
nijenhuis@folfry.com
818-788-0010

THE HONORÉ ROLL LAUNCHED BY FOLEYFREISLEBEN LLC

Named For the Pioneer of PR Blunders, the Dubious Distinction Will Highlight Gaffes and 'Reputation Ricochets'

LOS ANGELES (Jan. 29, 2019) – FoleyFreisleben LLC (FolFry), a corporate communications consultancy specializing in reputation management matters, announced today that it has created the Honoré Roll to recognize public relations missteps and blunders.

The dubious distinction will be awarded irregularly to corporations and nonprofits that notably mismanage their response to issues that affect their reputation and public perception.

The awards are named for Honoré de Balzac, a towering figure in 19th century French literature. Balzac was also a notable pioneer of the PR blunder. Aiming to trigger a rush on the box office for his new play, Balzac spread a false rumor that it was a sell-out. Parisians believed the report and stayed home, resulting in an empty theatre on opening night.

"Reputation is every organization's and individual's most valuable intangible asset – something to be nurtured and safeguarded by the professionals who communicate on their behalf," said FolFry President Gerald Freisleben. "Yet we frequently see companies and nonprofits squander goodwill by committing embarrassing, avoidable blunders."

He added, "We are not talking about accidents or crises, which can happen to even the best-prepared organizations, but about mismanagement of situations

and the resulting damage control. In this age of 24-hour news cycles and viral social media, the consequences of 'reputation ricochets' can be disastrous. The goal of the Honoré Roll is to remind our peers – and ourselves, because we fervently hope to avoid the 'winner's circle' – of the need for credible, transparent corporate communication."

Nominations to the Honoré Roll are welcomed; submissions can be sent to info@folfry.com. To read more, visit www.folfry.com/honore-roll.

About FoleyFreisleben LLC

FoleyFreisleben LLC (FolFry) is a communications consultancy specializing in corporate communications and reputation management; investor relations; enterprise (B2B) marketing; and social responsibility. Founded in 1996, the firm's guiding principle is that perception drives value and FolFry drives perception. From its Los Angeles base, the agency implements programs globally for clients ranging from venture-funded start-ups to "Fortune 10" multi-national corporations, as well as respected non-profit institutions. For further information, visit www.folfry.com.

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