

Crisis Communications

National Instrument Manufacturer

Challenge: To open lines of communication between a brass musical instrument manufacturer, located in southeastern Wisconsin, and key audiences after it was learned that environmental contamination on its property had migrated to neighboring residential properties.

Target: News media, government officials and the general public.

Solution: Bottom Line helped the company communicate with local and state elected officials, a nearby school, dozens of residential neighbors and the news media in an effort to prevent widespread panic and a class-action lawsuit.

Outcome: Through the efforts of Bottom Line, the State Department of Family and Health Services became an advocate for the company and worked as part of the team to alleviate the fears of the neighbors whose property and sump pumps were found to be contaminated.