



**Kentucky Association of  
Government Communicators**

Top Ten PR  
**BLUNDERS**  
of 2012

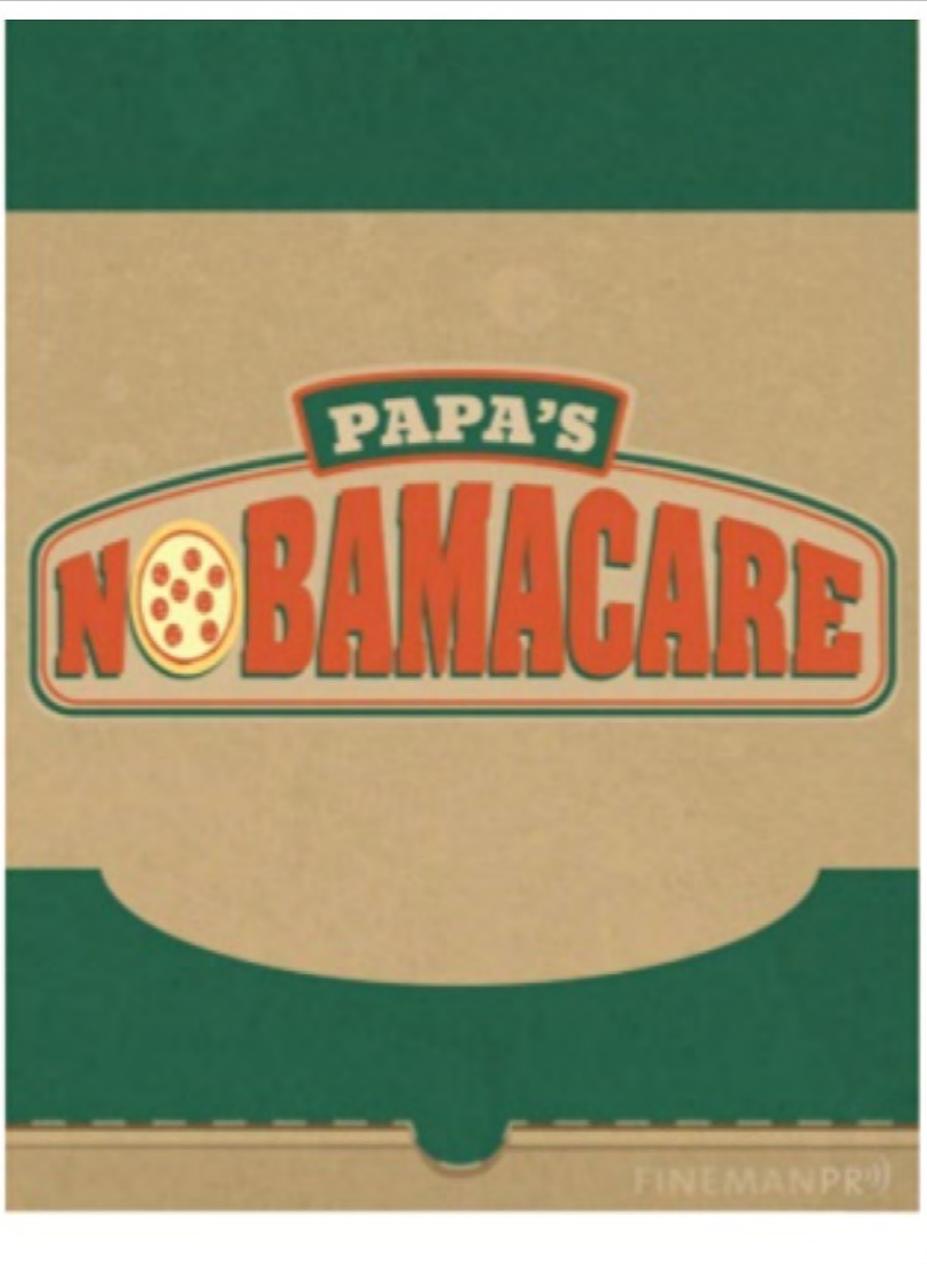
Compiled through selected items in Fineman PR  
and PR Daily's "top ten" lists

# No. 10 - **Pink Slime**





No. 9 - President Obama's "off night"



No. 8 - “Nobody wants a side of politics with their pizza.”

– Huffington Post

No. 7 - “Ball-  
dropping  
blunder” for  
Goodell and NFL

– Fortune





No. 6 -  
“Hurricane  
Sandy Sale” a  
“major  
marketing fail”

– Alaska  
Dispatch

47%

No. 5 - Private fundraiser  
remarks go viral



No. 4 -  
That's  
Progressive?

#WhosPostingSnarkyComments

#ThisHasGoneHorriblyWrong

#SomeoneWillBeFiredForThis

**No. 3 - Hashtag hijacking**

No. 2 - “Mice  
no Match for  
Mountain Dew”

– ABC News





No. 1 -  
Pink  
Ribbon  
Pink Slip



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