

# Uber's PR Nightmare After Kalamazoo Shootings

The long list of public relations and crisis management blunders for Uber continues as they add the Kalamazoo shootings to their hall of shame. Social media pioneers [Scott Monty](#) and [Richard Binhammer](#), along with digital, social and strategic video innovator [Doug Simon](#) offer their insight into what Uber did wrong, what they could and should do now, and what lessons brands can learn from Uber's fail.