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**PR Right Now Expands Services, Adding Civil Mediation**  
***Firm addresses increasing need for alternative dispute resolution***

(Bel Air, MD) – In an era where lawsuits are filed at the first cross word and legal costs are soaring, communication and dispute resolution have become critical tools to managing relationships. That's why PR Right Now, a showcase PR, marketing and communications firm, is pleased to now offer Alternative Dispute Resolution (ADR) through Mediation as one of its services.

"Public and community relations depend on effective communication," explains Gina Kazimir, President of PR Right Now. "But when communication breaks down, you may not only have a public relations crisis, you may be facing the threat of legal action as well. PR Right Now has always worked with clients to establish mutually beneficial relationships between organizations and their audiences. Now we can take that a step beyond and provide actual dispute resolution through mediation services for those individuals and groups who are at an impasse."

Mediation and ADR work. According to [mediate.com](http://www.mediate.com)\*, "*Over 80% of the disputes that are voluntarily submitted to mediation are satisfactorily resolved. And, even for court-referred mediations, over 50% are settled satisfactorily without burdening the court system... The primary benefit of mediation is risk and cost control. Because the parties arrive at the solution (rather than a judge or an arbitration panel making a ruling) the disputants maintain control of the entire process.*"

All of Kazimir's work in both mediation and PR/marketing is confidential. Because mediation requires neutrality, Kazimir will not serve as a mediator for cases involving current clients unless both parties are comfortable with that option. Instead, she will offer mediation services to businesses, community groups, organizations and individuals who are looking for a more direct and private settlement of disputes than is offered by traditional court cases and legal action.

"Mediation is a more private, cost-effective way to solve disputes," Kazimir explains. "Whether you have a business or contract dispute, a civil claim or a community issue, mediation allows all parties to discuss the issue in a controlled manner and to reach a solution together. As a mediator, my job is to help disputing parties reach a solution together that everyone finds acceptable. I do not judge the merits of one position over another, nor do I provide any legal guidance. I simply work with the parties to explore not just differences, but areas of potential agreement to move to settling the dispute at hand."

When we work with clients on public relations and communications issues, we are typically working to present a specific viewpoint or piece of information to the public. That's very different from mediation, where no one viewpoint is endorsed by the mediator. However, the skills used in mediation – finding areas of agreement, exploring the root causes of disputes and moving toward solutions – are very similar to those used in good strategic public relations. I'm excited to be able to focus those skills in a new way, and I'm looking forward to seeing how practicing mediation expands my other communications skills as well."

Kazimir completed the required mediation training for court designated mediators of civil disputes sponsored by MICPEL, the University of Baltimore School of Law and the University of Maryland School of Law. She is currently in the process of becoming a volunteer mediator for the District Courts of Baltimore and Harford Counties. For information on private mediations or on PR Right Now's public relations and marketing services, contact Gina Kazimir at PR Right Now, [www.prrightnow.com](http://www.prrightnow.com), 410-420-8679 or email [gkazimir@prrightnow.com](mailto:gkazimir@prrightnow.com).

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\*source: <http://www.mediate.com/articles/kelsey.cfm>