This study explored the attitudes of public relations professionals regarding crisis communication strategies and discerned patterns of preferred crisis communication strategies through the use of Q Methodology. Using the strategies proposed by Benoit, Fink, Coombs and Lukaszewski as the basis for the concourse, a group of public relations practitioners with crisis experience were asked which crisis response strategy they preferred. Respondents fell into three factors. “Speedsters” focused on achieving a speedy response and building/maintaining the organization’s reputation during a crisis. “Character Builders” use compassion to build/maintain a favorable image and reputation. “Reactors” are focused not just on speeding up the process of resolving the crisis, but on reacting within one hour of the emergency. Coomb’s compassion strategy was favored by all three groups, but was valued most highly by the “Character Builders.” Implications for future research are discussed.