

CORPORATE DAMAGE CONTROL

Your job is to research an incident (or series of incidents), which caused a company severe negative publicity. The event may have to do with tampering, an accident or a faulty product. You must use an actual event. Please do not make one up. When you decide on an event, check with Mr. Schafer to make sure it is appropriate and not already being covered by another group. He'll give you the green (or red) light.

TASK NUMBER 1

Write a 1-2 page paper detailing the following aspects of the incident:

1. Name of company involved.
2. Date.
3. Location.
4. Detailed description of the incident, including events leading up to incident.
5. The players (who and what was involved) and their reaction to the incident (lawsuits?)
6. How the company reacted to the incident.
7. Your detailed opinion on whether the company handled the incident appropriately:
 - *What did they do right.
 - *What did they do wrong (how you would have handled it differently)
8. Promises the company made (if any) to avert such disasters in the future.

TASK NUMBER 2

Present a 3-5 minute speech (with PowerPoint) as if you're the company spokesperson responding to the incident immediately after it happened (or as soon as possible). If you have a partner, they are to be the CEO.

INCLUDE:

1. Greeting.
2. Company you represent.
3. Why you've called this press conference (incident announcement).
4. Present detailed description of the incident, including events leading up to the incident and fatalities and/or casualties involved.
5. Why disaster happened.
6. What your company is going to do to prevent such catastrophes in the future.
7. How you're going to compensate the victims, or the victim's families.
8. Apologize profusely on behalf of the company.

