

EVENT SITUATION

You are to assume the role of chief marketing officer for VENTURE, a large manufacturing company. The president of VENTURE (judge) has asked you to describe a public relations campaign to overcome an environmental disaster created by VENTURE.

VENTURE, a leading manufacturer of popular plastic products, is located in a town with a population of approximately 100,000 people. VENTURE has always maintained favorable status in the community. The company employs 1,000 of the local residents and has been a major participant in community activities. Recently, however, the company and community suffered a major setback with an unexpected factory explosion that killed 5 people and injured 50 employees. The plant was closed for three months. The fire from the explosion caused serious environmental concerns that forced families in the nearby neighborhood from their homes for several days. The explosion at VENTURE has become a huge public relations nightmare.

The president of VENTURE (judge) has directed you to develop a public relations program to regain the citizen's respect for the company. Your plan must include a description of outreach activities and company services that will reclaim favorable public relations in the community. The president (judge) has asked that your plan include strategies for presenting a positive message to internal and external audiences.

You will present your public relations plan and strategies to the president of VENTURE (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have explained your plan of action and answered the president's (judge's) questions, the president of VENTURE (judge) will conclude the role-play by thanking you for your work.