

Appendix E

Crisis Communication Assignment

This is the second and final assignment for your class. In this project, you will work in teams of two to a) conduct research, b) create a communications strategy with specific recommendations on handling a crisis, and c) present the results of this research and strategies publicly in the form of an exhibition and a presentation.

Research: Conducting Narrative Inquiry and Analyzing a Crisis Response: 100 Points

Draft Due:

Revised Draft Based on Student Choice:

With your previous experience of research in Assignment #1, in this assignment I want you to conduct collaborative research with narrative inquiry. Each group should choose from the following themes:

- Local (Virginia /East Coast)
- Regional (US OR Five US Territories)
- International (Beyond US—preferably Asia)

After choosing the theme, you should think about the following:

1. **Find a crisis:** What is the current event or crisis that interests you and your partner? Find a crisis that was not handled well OR handled well by an organization—government / non-governmental agencies OR grassroots people /agencies.
2. **Research how your chosen organization** has responded to this selected crisis. You can look for the following:
 - a. documentation, reports, videos, press conferences
 - b. posts (on Facebook, Twitter, Instagram, etc.)
 - c. conversations with stakeholders (such as major interactions with customers or community members)
 - d. media interactions (announcements, press releases, media coverage, sharing of news stories, etc.)
 - e. other key messages and elements of the company or organization's handling of the crisis.

3. **Conduct a qualitative analysis** or narrative inquiry of the effectiveness of their crisis communication strategies: *What worked and what didn't?*
4. **Use theories** discussed in the class to analyze communications strategies.
5. **Provide Recommendation:** Provide at least two recommendations for improving their communications strategy: for example: *how can they make crisis communication people centered and why is that necessary?*
6. **Citation:** Cite the readings that we have read, cite articles and other researchers. This assignment is asking you to put whatever you have learned in this class into practice.
7. **Submission:**
 - a. The paper should be at least **12 double spaces**.
 - b. Should have an introduction, literature review section, methods, results, and recommendation sections.
 - c. Should be in the Times New Roman/ 11 font & APA citation format
 - d. Should display qualitative coding and pictures /images are optional
8. **Grading:**
 - a. The papers will be graded on the quality of the data analysis, argument, and following the guidelines.

9. Crisis Communication Strategy: 100 points

In this part of the assignment, you are tasked with developing a crisis communication plan for local, regional, and international crises. This assignment asks you to develop practical strategies for handling a local, regional, and international crisis. You will be publicly exhibiting this assignment such that you contribute to the open knowledge. Please follow the directions below:

- explain the background of the crisis and provide a risk assessment process for this crisis
- outline challenges and opportunities that could come for crisis prevention, planning, response, and recovery
- this plan should include strategies for pre-crisis, crisis, and post-crisis
- include plans for social media and public messaging during a crisis and list any resources.
- **Submission:**

Crisis Communication Assignment / 151

- a. This plan should include all the listed items.
- b. This document should be well designed (you can use canva.com)
- c. This plan should be presented in a way that can be modifiable by any organization that wants to use it.

10. Grading:

- a. The grading for the Crisis Communication Strategy depends on the effectiveness of the crisis communication plan, design, and the adaptability of the plan and messaging.

11. Web Exhibition, Presentation & Reflection (100 Points)

The last part of this assignment requires you to curate your research and communications plan into a website. In this curation of your research, you will take help and support from me. For this part of the assignment, you are required to:

- **Artistic Presentation (50 points):** This part of the assignment asks you to present your research as well as your communication plan to the public using artistic ways: in its simplest form it can be a webpage where you curate your research, or you can choose creative ways to complete this task; for example, we can create a booklet of our strategies.
- **Presentation (25 points):** You and your group members will provide a 20-25-minute-long presentation to possibly a larger audience.
- **Reflection (25 points):** Final part of the assignment is curating a video reflection (3-4 minutes long) that can be used in your exhibition and including closed captions.
- **Grading:**
 - a. The exhibition's grading will be based on professional curation of the information and webpage.
 - b. Presentation's grading will be based on professional presentations, slideshow, and effective delivery.
 - c. Reflection's grading will be based on fulfilling the criteria and submission