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:**
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