

Laboratory Manual

for

Corporate Communication Lab

(BAJMC-260)

BAJMC - IV Semester

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OBJECTIVE OF THIS COURSE

On completion of this course, the student should be able to

■ Demonstrate Proficiency of skills acquired to conduct an identity audit, manage communication of a media / entertainment organisation and prepare a plan for crisis communication.

OBJECTIVE OF THIS MANUAL

This Lab Manual is intended to be used by BA (JMC), Semester IV students for Corporate Communication Lab.

The Corporate Communication Lab Manual covers topics that are essential for the students to strengthen their theoretical concepts. The purpose of this manual is to give guidance and instructions to the student regarding the subject.

- Build capacity of the students to do their assignments based on creative and critical thinking
- To have uniformity in assignment presentation
- To be of reference for the students
- Continuous assessment of the students
- To understand the practical purpose/knowledge of the subject

HOW TO USE THIS MANUAL

Use of this Lab Manual is mandatory for the completion of practical's. It provides the students with first-hand knowledge of the practical subjects. It also makes them learn a systematic approach to do their task proficiently as per the need and requirement of the industry.

INSTRUCTIONS TO STUDENTS

1. Students are **REQUIRED** to carry this manual during the Lab Class.
2. Students are **REQUIRED** to read the topics mentioned before coming to the Lab Class.
3. Students are **REQUIRED** to follow the timeline for each assignment.

Table of Contents

TOPIC	REMARKS/ SIGNATURE
Assignment -1: Analysis of a Corporate Analyze its vision, mission, values and objectives	
Assignment -2: Analysis of a Corporate Conduct an identity audit	
Assignment- 3 Compile and present the analysis using a multi-media presentation	
Assignment-4 Create an e-mail invite for launch of any product/ service/ idea.	
Assignment 5 Create a Press Note to inform a recent development in the organization	
Assignment 6 Disaster Management & Crisis Communication	
Assignment 7 Analyse a Natural/ Manmade Crisis/ Disaster	
Assignment 8 Create Mock Press Interview/Conference	

Assignment 1

Analyis of a Corporate

What is Vision Statement?

Vision – A vision statement is a declaration of an organization’s objectives, intended to guide its internal decision-making.

A vision statement is not limited to business organizations and may also be used by Non-Profit or governmental entities.

Vision statements are also formally written and referenced in company documents rather than, for example general principles informally articulated by senior management.

SAMPLE

“PeoPle Use Facebook To Stay c onnecTed WiTh Friends a nd Family , To d iscover WhaT ’s GoinG o n in The World , a nd To share a nd e xPress WhaT maTTers To Them .”

- FACEBOOK

What is Mission Statement?

A mission statement is used by a company to explain, in simple and concise terms, its purpose(s) for being. The statement is generally short, either a single sentence or a short paragraph. of an organization’s purpose, identifying the scope of its operations: primary customers or market, and its geographical region of operation.

It may include a short statement of such fundamental matters as the organization’s values or philosophies, a business’s main competitive advantages, or a desired future state the “vision”

SAMPLE

“To Give PeoPle The PoWer To share and make The World more oPen and connecTed .”

- FACEBOOK

Facebook Inc. is the largest social networking website in the world. This market position aligns with the company’s mission statement and vision statement. The corporate vision statement describes the business condition that the company wants to achieve. Facebook’s vision statement guides employees in focusing their efforts. The corporate mission statement identifies the primary aims and actions needed to reach the vision. Facebook’s mission statement determines the strategies and tactics to grow and develop the form. Through consistent focus on the mission and vision statements, Facebook Inc. ensures its leadership in the global market for online social networking service.

SUMMARY OF KEY CONCEPTS

A vision without a mission is just a pipedream. And, tactics must be guided by honorable values.

Why are you in business? (Vision)

What business are you in? (Mission)

What are your principles? (Values)

Vision:

A vision statement is created as a compelling verbal image and forms a mental picture of the future. It should define what we seek to become as an organization, yet describe something that is realistic. The vision should generate human energy and engagement. In other words, it should provide direction and focus for the organization.

Mission:

The mission statement provides the basis for setting your goals and is used to allocate resources. To define your mission, begin by describing why your organization exists. Identify your scope of products and services. Identify your customers and the audience for your offerings. Then, write a brief and succinct mission statement.

Values:

Values are the beliefs behind your vision and mission. A worthy vision is guided by worthy values. Values give dignity and direction to your mission. They are the moral compass and expected behaviors during your vision quest. A values statement may include elements like:

- Integrity in all our actions
- Commitment to employees
- Quality of our products
- Protection of environment
- Innovative business ideas
- Continual learning

Objectives:

Objectives are focused on critical issues and milestones. They describe the activities and targets to achieve your goals. They identify the dates for completing the activities. They are measurable in terms of being achieved, or not.

SAMPLE :**Zee Entertainment:****MISSION**

To become the world's leading global media company from the emerging markets. As a Corporation, we will be driven by innovation and creativity and would focus on growth while delivering exceptional value to our customers, our viewers and all our stakeholders.

VISION**Customer Focus**

Our Company's strategies are driven by the needs of the customer. Our success can be measured by the satisfaction achieved by our customer.

Excellence We accord a high premium to maintaining superlative standards throughout our Company.

We encourage our employees to come up with smarter ideas within the fastest possible time.

Creativity Key to our value system is innovation and originality. We recognise and have a high regard for individual expression and creative freedom in our quest to provide customer satisfaction.

Integrity We observe strict ethical standards through editorial independence and creative expression, in order to earn the trust of our viewers and subscribers.

Growth Driven We are committed to delivering consistent revenue and cash flow growth in order to provide our shareholders a good return. Our objective is to grow our people, market and businesses around the world.

LAB EXERCISE/ASSIGNMENT 1:

Conduct the Identity audit of an organization containing its mission, vision and values and prepare a multimedia presentation of the analysis.

Assignment 1

Assignment 1



CORPORATE IDENTITY AUDIT

A company's corporate identity can be summed up as the way in which all stakeholders, both internal and external, perceive the [brand](#). The times change, and what may have been considered an identity strongpoint can very easily become a corporate no-no. For this reason, [public relations](#) departments should be conducting regular corporate audits, revealing how the company is perceived in the eyes of the people who contribute to its success. Below are six key steps that every corporate audit should include:

Step 1: Define your audit parameters

The first stage of conducting an audit of this nature is to define the elements of a company's corporate identity that should be tested and measured. A holistic corporate identity audit would include assessing everything from the logo, slogan, mission and vision – through to marketing elements, community involvement, and customer services.

Step 2: Identify your defining features

Which elements of your corporate identity do you feel are your key strong points? This information can be obtained from internal questionnaires, and will give a clear picture as to what the company assumes is its best features. At a later stage, this data can be placed next to information from public interviews for comparison.

Step 3: Select your interview subjects

The most important thoughts regarding a brand's corporate identity come from outside of the company. Public opinion has a big impact on the success or failure of any organisation. The corporate identity audit should include interviews or surveys given to both existing and potential customers.

Step 4: Conduct the audit interviews

In this step the public relations team physically sits down with stakeholders, or sends out surveys, in order to glean feedback regarding perceptions around a brand's corporate identity. By asking the right questions, PR professionals can find out if people like the brand's logo, whether or not their product packaging is appealing, and if they are doing enough community outreach work, for example.

Step 5: Assess your audit findings

Once the interviews have been wrapped up, and the last of the surveys trickle in, the time comes to assess the responses and draw conclusions. This step reveals what the public really thinks of the brand, and pinpoints elements of the corporate identity that require urgent alteration.

Step 6: Strategise opportunities

This step is also known as the repair phase, and is the most productive. It should start with a discussion on the audit's findings, leading into a problem-solving, brain-storming session for potential remedial actions. Sometimes that which starts off as an exercise in reputation repair becomes the change needed to take a company to greater heights.

Assignment 2

Conduct a Corporate Audit



Corporate Communication Lab

Sample :

Format of System Audit Report
(To be on the letter head of the System Auditor)

System Audit Report for the period from April 1, 2012 to March 31, 2013

Date: _____

Annexure A

Areas of Audit		Auditors Remarks (Supporting Observations, Findings, References & Substantiation)
I Organization Policies & Procedures		
Description	Yes / No	
Are Policies related to Information Technology & Information Security are available, approved by management and complied		
Is organization structure & roles and responsibilities defined for IT		
Are assets (like application, database, servers, networks etc) identified and ownership assigned towards complete lifecycle of these assets by management.		
Are operators certified for operating the trading systems		
Do incident response procedures exists		
Are incidents reported, resolved / closed and analyzed for root cause		
Is escalation of incidents done to management and government organization as applicable, based on criticality, impact and type of incidents		
Do Plans related to business continuity and disaster recovery exist		
Are plans related to business continuity and disaster recovery tested and records related to test available		

AUDIT PLAN AND REPORT	
AUDIT NUMBER: AUD-YYYY-EXT-001	

AUDIT TITLE	Transplant Essential Data Forms Data Accuracy Audit
DIVISION CONTACT	
AUDIT DATE(S)	
RESPONSES REQUIRED BY	30 business days from the date submitted to Auditee ¹ 7 business days from the date submitted to Auditee (for Critical Observations)
AUDITORS	
SOPS REVIEWED	
AUDIT OBJECTIVE	To review the accuracy of information submitted to the CIBMTR data registry via FormsNet.
AUDIT SCOPE	Selected clinical data points, both as mandated during FACT inspection and randomly chosen by auditor, in the completed CIBMTR data collection forms (from pre-transplant to 100 days) and related source documentation for 10 allogeneic and 5 autologous transplants identified for upcoming FACT inspection.
AUDIT CRITERIA	FACT-JACIE International Standards for Cellular Therapy Product Collection, Processing & Administration (current edition) CIBMTR Data Management Manual http://www.cibmtr.org/datamanagement/datacollectionforms/pages/index.aspx
PERSONNEL INTERVIEWED	

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Assignment 2: Conduct a Corporate Audit

Assignment 2

Conduct a Corporate Audit



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Activity: 3 Conduct the Identity audit of an organization containing its mission, vision and values and prepare a multimedia presentation of the analysis.

Corporate Communication Lab

Technology is a part of just about every home today. Computers make it possible for us to create presentations and be able to share information with people anywhere. Youth need to understand these technologies and be able to use them effectively so they are prepared for the future.

A multimedia presentation is a stand alone presentation that includes information presented with slides, video, or digital representations and includes sound which might be a narrative, music or sound effects.

The Multimedia Presentation is part of the Presentations Contest at the County and State.

Why Do a Multimedia Presentation?

- Expand technology skills
- Opportunity to present with technology
- Incorporate 4-H and technology
- Creative challenge to make an interesting/appealing presentation
- Unique competition

Possible Uses

- Promote a business
- Showcase special events, such as county fair or graduation

Contest Rules

- It is a fully automated presentation 6-10 minutes in length using Microsoft PowerPoint®. The presentation is completely free standing and only requires an introduction by the presenter. It has verbal commentary built into the program.
- Presentations should be related to 4-H, the 4-H member's 4-H experiences, or 4-H project related.
- The presentation will use Microsoft PowerPoint® and can include video and sound in the PowerPoint®. The presenter should use Microsoft PowerPoint® 2000 or greater.
- No CD players or boomboxes are allowed.
- The participant may bring their own computer which may have different software programs besides Microsoft PowerPoint®. The participants may also use Flash and other programs to enhance their presentation if the program is on their personal computer.
- Speakers are expected to introduce the multimedia entry with a prepared introduction including the title, how the presentation is relevant to a 4-H experience, and a brief overview of the presentation.

When beginning a multimedia project, you must ask and answer these basic questions:

- What is your message?
- Who is your audience?
- How can I structure the message?

An introduction, body, and conclusion should be present within the audio-visual presentation. Carefully plan your presentation and write a script or storyboard that describes each scene, who or what will be featured, narration, and visuals. You are creating a meaningful story or message on your computer using a variety of techniques such as PowerPoint®, slides, and video.

Additional 4-H Communications resources include:

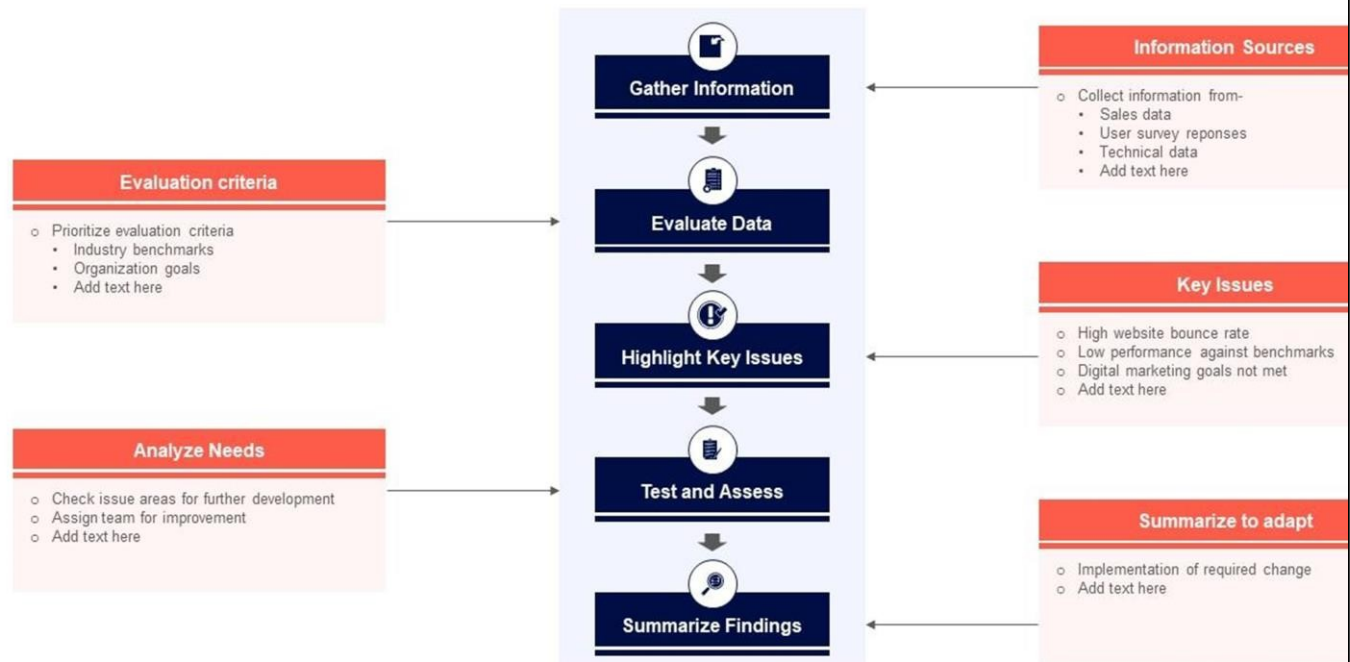
- The Versatile 4-H Presentation
- The Four P's of Planning A Presentation
- Getting Ready to Give a 4-H Presentation
- Presentation Visuals
- Using PowerPoint® in 4-H Presentations
- Evaluating a 4-H Presentation
- How to Prepare a Multimedia Presentation
- How to Prepare a 4-H Radio Public Service Announcement

Visit the Nebraska 4-H Web site for additional resources (<http://4h.unl.edu>).

Sample:

Procedure for Digital Audit

The following slide focuses on the procedure of the digital audit which includes gather information, evaluate data, highlight key issues, test and assess and summarize findings of digital audit.



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



Activity: 4

Create an e-mail invite for launch of any product/ service/ idea.

Corporate Communication Lab

An email invite, short for "email invitation," is a digital message sent to individuals or a group of recipients to inform them about an upcoming event, gathering, meeting, or occasion, and to request their attendance or participation. It typically includes essential details such as the event name, date, time, location, and sometimes additional information like the agenda, dress code, RSVP instructions, or any other relevant details. Email invites are commonly used for various events, including business meetings, conferences, parties, weddings, webinars, workshops, and more.

Product launch email:

A product launch email is an email sent to subscribers to inform them about an upcoming product release. Brands use these emails to build hype for a new product launch, features, or an event.

Why are product launch emails important?

After weeks and months of sleepless nights spent on releasing a new product, you have no room for error when launching it. A well-thought campaign topped off with the competitive advantages of your product and sent twice before the launch day will help you successfully build anticipation for your release.

To make your customers really look forward to trying your new product, you need to show how your new offering will help solve their problems. Remember, people are great skeptics, so they won't give you a chance unless you offer them something valuable.

METHOD & APPROACH

When should I send a product launch email?

- The teaser email — two weeks before your product launch
- The announcement email — 3 days to a week before the release
- The product launch email

Activity: 4

SAMPLE

Corporate Communication Lab



COFFEE A CUP
COOPERATIVE SOCIETY LTD.
Plot 12 House 155 Church Road Mbale, P.O. Box 206 Bududa, Mbale
Email: coffeeacup@gmail.com Website: www.coffeeacup.org
Tel: +256 785240922/771 619 961/ 778734007

The Uganda Coffee Fraternity

Mr./Mrs./Ms
Dear Sir/Madam,

RE: INVITATION TO A PROGRAMME LAUNCH AND CELEBRATIONS

Community Organized Farmers from Elgon Escarpment Arabica Coffee Uganda programme (**COFFEE A CUP**) is a *specialty coffee growers' cooperative* that was founded in 2007 and registered under section 6(1) of the Cooperatives Act, Cap 112. We are Fairtrade certified and a 4C member currently undergoing verification for Rainforest Alliance Certification. With a membership base of over 4000 certified farmers, our network extends throughout the Elgon zone covering the districts of Mbale, Manafwa, Bududa, Sironko, Bulambuli and Kapchorwa.

The purpose of this letter is to invite you to be part of the launch of the following projects scheduled for **August 3, 2015 at Cricket Ground Mbale starting at 9:00am.**

- 13,000 household Clean Energy improved Cook Stove project,
- 2 million coffee cups domestic consumption and quality control project
- Celebrating the 2015 winner Excellency AWARD to coffee A Cup by Specialty Coffee Association of Europe (SCAE) 2015 Sustainability Award category
- Piloting a farmers life insurance project to 200 coffee a cup members in the region
- Presentation from winning 2015 Rabo Battle team from Rabobank foundation Netherlands

The programme for the event has been attached for your information.

Please confirm your participation by July 31, 2015 through projects@coffeeacup.org or 0784822741

We look forward to seeing you.

Sincerely,

MATHIAS NABUTELE

Assignment 4



Assignment 4



Corporate Communication Lab

Assignment 4



Assignment 5

Create a Press Note to inform a recent development in the organization

Press Note Definition :

Press notes are those devices of communication, by which a Government policy or an important announcement is issued for the information of the public. In its nature, a press note is important as compared with the handout in all implicit and explicit aspects. It is usually drafted and composed in formal language from the textual point of view, no deviation is permissible. It also designed to communicate and transmit information in strict sense of the word, with no deviation allowable.

Understand the Development: Before writing the press note, ensure a clear understanding of the recent development in the organization. Gather all relevant information, including the nature of the development, its significance, and its potential impact on stakeholders.

Identify Key Messages: Determine the key messages that you want to convey to stakeholders through the press note. These messages should highlight the importance of the development, its alignment with the organization's goals or objectives, and any relevant details that stakeholders need to know.

Craft a Compelling Headline: Create a concise and attention-grabbing headline that summarizes the recent development. The headline should be clear, informative, and engaging to encourage stakeholders to read further.

Write an Engaging Introduction: Begin the press note with a brief introduction that provides context for the recent development. Clearly state what the development is and why it is important for stakeholders to know about it.

Provide Details and Background Information: In the body of the press note, provide more detailed information about the recent development. Include background information, relevant facts or statistics, and any other details that help stakeholders understand the significance of the development.

Include Quotes: Incorporate quotes from key stakeholders, such as senior executives or project leaders, to add credibility and authenticity to the press note. These quotes should highlight the organization's perspective on the development and its potential impact.

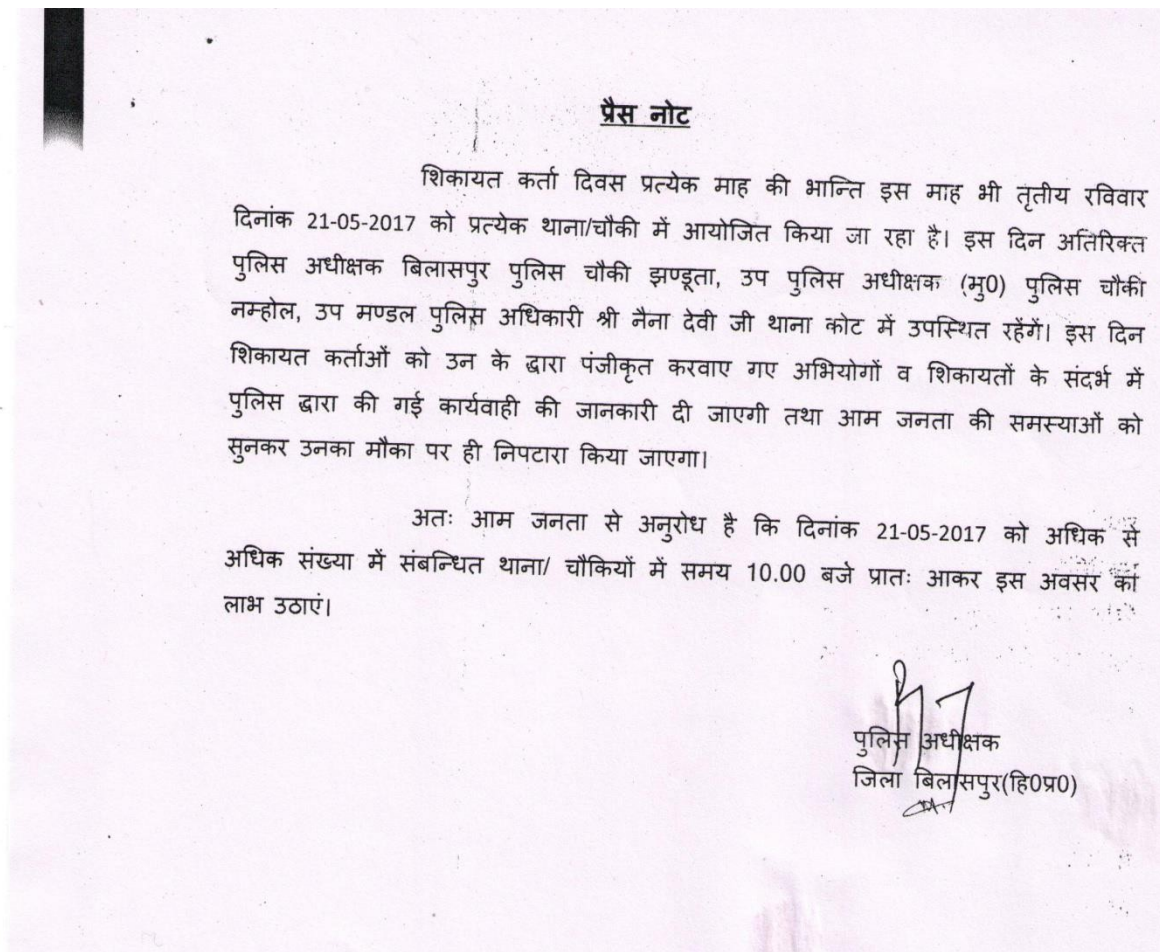
Highlight Key Points: Use bullet points or subheadings to highlight the most important aspects of the recent development. This helps to make the press note easier to read and understand, especially for busy stakeholders who may be scanning the document.

Provide Contact Information: Include contact information for media inquiries or further questions about the recent development. This typically includes the name, title, email address, and phone number of a designated media contact within the organization.

Review and Edit: Before finalizing the press note, review it carefully for accuracy, clarity, and consistency. Make any necessary edits or revisions to ensure that the document effectively communicates the key messages about the recent development.

Distribute the Press Note: Once the press note is finalized, distribute it to relevant stakeholders, including media outlets, journalists, industry partners, and employees. Consider using a combination of email distribution, press release distribution services, and social media channels to maximize visibility and reach.

SAMPLE:



**Government of India
Ministry of Finance
Department of Revenue
Central Board of Indirect Taxes & Customs**

New Delhi, 20th March, 2021

PRESS NOTE

Unconfirmed reports have appeared in certain sections of the media that some GST officers are using unauthorised communication means such as phone calls, WhatsApp and messages asking taxpayers to discharge 'maximum tax liability' in 'cash' in order to ensure that targets for revenue collection from GST for the financial year are met.

It is to clarify that neither the Government nor the Central Board of Indirect Taxes and Customs (CBIC) have issued any such instructions to their field formations. As such, taxpayers are free to utilise the Input Tax Credit available in their credit ledger, as permissible in law, to discharge their GST dues for the month of March, 2021 – the last month of this financial year.





What is Disaster Management ?

It can be defined as the organization and management of resources and responsibilities for dealing with all humanitarian aspects of emergencies, in particular preparedness, response and recovery in order to lessen the impact of disasters.

What is Crisis Communication?

A crisis can be defined as an adverse event, or a great and sudden calamity that needs immediate addressing. Each crisis is unique and needs special handling, keeping in view the enormity of the crisis, the stakeholders involved, and those who would be in-charge of crisis management.

Phases of Crisis Management:

1) Pre-crisis phase

- a) Preparedness
- d) Mitigation
- c) Prevention

2) Crisis Phase

- a) Response
- b) Recovery
- c) Development

3) Post- Crisis Phase

- a) Relief
- b) Recovery
- c) Rehabilitation

TATA 'Nano' Story—A Crisis Aggravated by Political Forces

Nano, the smallest and most economical car from one of the globally respected conglomerates, the Tata Group, faced major hassles before the little car was test-driven in media programmes as a build-up before bookings for the car began in April 2009. The company got embroiled in state politics as soon as Ratan Tata, the group Chairman announced a small car project that he wished to set up in the Left-run state of West Bengal. Incidentally, the project was announced on the day Buddhadeb Bhattacharya was sworn in as the Chief Minister of West Bengal in May 2006.

What was the issue?

The Tata Group was allotted 404 hectares of land to build its factory in a place called Singur, which became the bone of contention. Some farmers led by the Trinamool

Congress Chief, Mamta Banerjee, questioned the decision of the state government in 'forcibly' taking away multi-crop, fertile land by revoking the archaic Land Acquisition Act of 1894.

The construction work developing the infrastructure was in full swing and Tata had put in place its first batch of engineers from January 2007.

During this time, the Tata Group had kept itself out of direct dialogue with the agitators who had several times held demonstrations. On one occasion they were joined by Medha Patkar of *Save Narmada* fame, who was booked on charges of rioting and disturbing the peace of the place.

Things took a turn and the agitation gained momentum when the Trinamool Congress was able to garner majority seats in the local self-governing bodies in May 2007. This provided the necessary impetus to the agitation. Ratan Tata, however, categorically said there was no pulling out from Singur.

The chief protagonist Mamta Banerjee went for a 25 day-long hunger strike in December 2007.

The governor of West Bengal played the informal arbitrator but nothing came out of it. The various agitations, that also included torching of the fence of the factory, had the Tata employees worried about their life and security. A disheartened Ratan Tata took a call and decided to pull out of West Bengal amidst promises from the state government that things would be sorted out. The entire industry rallied around Ratan Tata. FICCI publicly said that such events might lead other industrialists to pull out from West Bengal.

Many chief ministers offered Ratan Tata to shift to their states, when he settled for Gujarat in October 2008. This meant a loss of Rs 5 billion to the company, and settling of claims of vendors who put up cumulative claims of over Rs 2.5 billion for their investment and borrowings from the banks, as reported by the media. The central government, by and large, kept out of the controversy.

Although the Tatas have left the place, it will be a long time before issues are settled with the local people, as the infrastructure is still there and claims are pending.

All this time, Ratan Tata resisted from making any comment on the agitators led by Mamta Bannerjee. All he would say was that since the lives of the employees were at stake Tata Motors had no alternative but to withdraw from the state. However, three weeks later, in an 'open letter to the citizens of West Bengal' that appeared in a number of newspapers in West Bengal, Ratan Tata minced no words when he openly criticized the Trinamool Congress led by Mamta Banerjee and supported by 'vested interests and certain political parties' that caused serious disruption to the progress of the Nano plant.

Ratan Tata was categorical in blaming the Trinamool Congress and Mamta Banerjee for the entire imbroglio. Exhibit 10.2 is a reproduction of the letter that appeared in *many newspapers*.

What are corporate communication insights?

The following lessons can be learnt from the Nano crisis.

1. In a crisis situation many stakeholders get embroiled, who may or may not be the concerned 'parties' in the crisis *per se*, but can wield influence. The political environment is an important constant factor, which needs to be taken into account by the industry. In other words, the importance of 'pre-thinking' should not be underestimated.
2. The goodwill of the Tata Group was amply visible when the entire industry rallied around its struggle in Singur.

3. Taking land through the state government meant the company did not invest much effort, if at all, in interfacing with the community, who rightly or not, could be indoctrinated by vested interests. The compensation received by the farmers for their land was presumably much lower in spite of the land being more fertile than in other states where farmers are said to have received larger amounts even for non-fertile land.
4. Companies, often conduct baseline surveys and social audits before deciding on a place. To quote a contemporary example, Reliance Industries limited (RIL), which has been acquiring thousands of acres of land in the state of Haryana SEZ, has put in place an extensive corporate social responsibility (CSR) initiative to win the trust of the local communities before land deals could materialize.
5. Analysts reacted variously to Ratan Tata's letter. The tone and tenor of the letter was angry and political in nature when he exhorted young people of West Bengal to decide whether they would like to support 'the present government of Mr Buddhadeb Bhattacharjee to build a prosperous state with the rule of law, modern infrastructure, and industrial growth, supporting a harmonious investment in the agricultural sector to give the people in the state a better life? Or, would they prefer to see the state consumed by a destructive political environment of confrontation, agitation, violence, and lawlessness?' Interestingly, a few months later the Left performed very poorly in the parliamentary elections held in April–May 2009. The Trinamool Congress did exceedingly well and now has an eye on the state elections. On a media question, Mamta Banerjee, after her unprecedented victory, said that her party was not against industrialization but if factories have to be set up, they would be on barren land and not at the cost of fertile land. Some felt that it did not really suit the stature of an industrialist such as Ratan Tata to openly criticize a political party and its leader reflecting his political prejudice. Others felt that after losing so much of time, effort, and money, he had nothing more to lose. Calling a spade a spade, therefore, was a good strategy.
6. By and large the Tatas have had a very supportive press, especially the national media.
7. When the Nano was demonstrated at the India International Fair in 2007, it created a near frenzy among Delhi citizens. The media played on the sentiment. It covered front-page stories on how Ratan Tata had once seen a family of four riding a scooter, when he pledged that he would soon produce a car that will be affordable to the common man. The design and the designers of the car were kept in a closet until the day when the car was demonstrated to the people at large. With a highly cluttered car market, especially in the low cost category, the company was not able to generate as many bookings as it probably expected. As per media reports, the company could attract 250,000 bookings, the highest at 50 per cent in the top category, costing Rs 184,000. It would be a good idea

if the Tatas can compile a demographic profile of the people to see whether it is the two-wheeler owners (who were the primary target audiences) who have booked the car, or others.

8. Racing against time, the Tatas began booking of Nano within six months of shifting from West Bengal. Interestingly, against the application fee of Rs 300 the company gave a credit voucher of an equal amount to be redeemed at its Westside department stores on a purchase of Rs 3000 in a single transaction. It has also been announced that if the delivery of the car were delayed beyond six months, it would attract payment of interest to the applicant.
9. Media carried various interesting stories as soon as the booking began. One of these was that Singur would after all, get to see a Nano plying on its roads, as one application form was received from there! Another story told of how a beggar was interested in buying the Nano with his lifetime savings! For days, *The Times of India* changed its column 'News in Brief' on the front page to 'Nano News'. Figure 10.3 is the ad issued on the day the booking closed for Nano.

The Tata Group hopefully would analyse the Singur saga ardently and draw some useful insights on crises management.

Assignment 7 Analyse a Natural/ Manmade Crisis/ Disaster

Critically analyse a natural/ manmade crisis/ disaster occurred in India ;

- a) Define the Crisis/ Disaster Problem?
- b) Discuss Pre-crisis and Post Crisis stage of communication.
- c) Who are the different stakeholders?
- d) What will be the message action plan?
- e) Conduct media mapping of the disaster.
- f) How will you plan media and manifest in this crisis disaster?



Assignment 7 Analyse a Natural/ Manmade Crisis/ Disaster

Corporate Communication Lab

Assignment 7



Assignment 8 Create Mock Press Interview/Conference

A mock press conference is a simulated or practice event designed to mimic the format and atmosphere of a real press conference without actual news or announcements being made. It serves as a training exercise for individuals or organizations to prepare for and practice responding to media inquiries, handling difficult questions, and effectively conveying key messages to the public.

Here are the steps to organize a press conference:

Identify Purpose and Message: Determine the purpose of the press conference. Is it to announce a new product, respond to a crisis, or share important information? Define the key messages you want to communicate to the media and the public.

Select Date, Time, and Venue: Choose a date and time that works for key stakeholders, media representatives, and target audience. Select a venue that is convenient, accessible, and appropriate for the event. Ensure that the venue has the necessary facilities for media coverage, such as microphones, podium, and seating.

Develop Media List: Compile a list of media outlets, journalists, and reporters who cover topics relevant to your press conference. Reach out to them in advance to invite them to attend the event and provide any necessary information.

Create Press Release and Media Kit: Write a press release that outlines the key information to be announced at the press conference. Include relevant background information, quotes, and contact details. Prepare a media kit with additional materials, such as fact sheets, photos, and bios of key spokespersons.

Invite Speakers and Prepare Remarks: Identify speakers or spokespersons who will represent your organization at the press conference. Prepare their remarks in advance, ensuring they are clear, concise, and aligned with the key messages. Conduct rehearsals if necessary to ensure speakers are well-prepared.

Set Up Logistics: Arrange for any necessary equipment, such as audio visuals, microphones, and podiums. Coordinate with the venue staff to set up the space and ensure everything is in place for the event. Assign roles to staff members, such as greeting media representatives, managing logistics, and assisting with media inquiries.

Promote the Event: Publicize the press conference through various channels, including social media, email newsletters, and press releases. Follow up with invited media representatives to confirm their attendance and address any questions or concerns.

Conduct the Press Conference: On the day of the event, arrive early to set up the venue and greet attendees. Begin the press conference on time and follow the agenda. Introduce speakers, present key messages, and allow time for questions from the media. Stay composed and focused, and handles any unexpected challenges or inquiries with professionalism.

Assignment 8 Create Mock Press Interview/Conference

Corporate Communication Lab

Provide Follow-Up Information: After the press conference, distribute any additional materials or information requested by the media. Follow up with journalists to answer any remaining questions and ensure accurate coverage of the event.

Evaluate and Learn: Take time to evaluate the success of the press conference, including media coverage, audience engagement, and feedback from participants.

Assignment 8 Create Mock Press Interview/Conference

Corporate Communication Lab

Assignment 8 Create Mock Press Interview/Conference



SAMPLE

Student Led Conference Script Template – 9th Grade BHS

This is an outline for your student led conference. Complete by making notes on these pages. You will have 20 minutes for your conference. Plan to speak about 15 minutes, and leave the rest of the time for introduction and questions.

INTRODUCTION

- Introduce your guests to your advisor.
- Introduce yourself to anyone you do not know.
- Thank everyone for attending

EXPLAIN THE PURPOSE OF THE CONFERENCE

"The purpose of this conference is _____"

Key notes:

- *I have accomplished....(my performance, how I am meeting graduation requirements)*
- *In the future I hope to (my planning, preparing for 13th year)*
- *I contribute by (my involvement in school, and the community)*

***ACADEMIC DEVELOPMENT (What have I accomplished in school this year? Where am I in relationship to my future plans?)**

You should show and discuss the following:

1) Culminating Portfolio:

"This is my Culminating Portfolio, which contains all of my performance data and planning information. It contains my Growth Over Time documentation graphing (TAB 2), my High School and Beyond Plan with supporting evidence (TAB 3), and my record of citizenship (TAB 4) – all the work that demonstrates I am meeting the basic and additional requirements for graduation. It also **will contain** my Culminating Project paperwork (TAB 5), which I will complete my senior year. This checklist helps me track my evidence (**share checklist at front of binder**)."

2) Growth Over Time Documentation Graphing

"Looking at my performance data will help to explain how I'm performing and what this means for the next steps in my plan. This graph shows that:

"My Cumulative G.P.A is _____ which may help me to _____"

"My attendance is _____ which means that _____"

"I took the **MAP** test (Measure of Academic Progress) in **Reading** and scored _____ which shows that _____"

I will take this test again this spring and the difference between this score and my spring score will show how much my reading skill has improved."

"I also took the **MAP** test (Measure of Academic Progress) in **Math** and scored _____ the first time and _____ the second time which shows that _____"

I will take this test one more time this spring and the difference between my first score and my final score will show how much my math skill has improved."

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