

Issues Management & Crisis Communications, Part 2



COMM 386R
Tamar Milne
October 18, 2017

Agenda

1. Your takeaways
2. Overview of Reputation Audit assignment

Key Takeaways

What are your key takeaways?



Assignment Overview: Reputation Audit

- Choose an organization with at least one other competitor
 - Do some company and context research: competitors, past PR problems, potential issues ahead, **key audiences**
- **Part 1: Audit Plan**
 - How will you gauge the organization's reputation with key audiences?
 - How will you understand the company's reputation-influencing activities and channels (incl. owned, earned, paid media)
- **Part 2: Reputation Audit**
 - Implement plan (from above)
 - Summarize and highlight
 - Evaluate: Poor, Weak, Average, Strong, Exemplary
 - Recommendations



Assignment Overview: Reputation Audit

- Individual or in pairs (register choice on Connect by Mon, Oct 30)
- 5-6 pages + appendices
- Due by 6 pm on Sun, Nov 12
 - Extended by one week due to Edelman Trust Barometer presentation on Nov 6
- Resources: Grading guidelines and links to articles and tools will be posted this weekend



Info & Reminder

Review updated Course Outline schedule

