Communication Planning Exercise – Activity #1:

Background Information:
- [Aug. 5 Global National broadcast](#) on the Mount Polley Tailings Pond breach
- Government of British Columbia Factsheet ("Factsheet") from August 7, 2014 re: Mount Polley tailings pond situation update

You graduated from Sauder in May of 2014 and were lucky to start in the communications' department of Imperial Metal Corporations (a publicly-listed company on the TSX).

On Aug. 4, the Mount Polley Mine, owned and operated by your company, had a major breach, sending 10 million cubic metres of water and debris into Polley Lake. The lake feeds into Hazeltine Creek, the main source of drinking water for the town of Likely. It is also on the traditional territory of the Xatsull First Nation.

It's Aug. 7 and your boss, the Vice President of Corporate Communications, has asked you to contact the following people or groups of people and update them on the situation:

Mount Polley Tailings Pond Breach

1. Imperial Metal Shareholders;
2. Bev Sellars, Chief of the Xatsull First Nation; and,
3. The residents of Likely.

Like any competent communicator, first you are going to learn about your audience and plan out your message. Respond to the following for each of the three groups. (The italics are simply to prompt your writing – it's not necessary to answer all the questions posed by them).

- Describe the particular audience. *Are they sophisticated? What are they most interested in? What tone is best suited to writing for them?*
- What is the purpose of the communication? *What do you want from them? What is the goal?*
- Review the new details presented by the Factsheet and determine what pieces of information are the most important for each particular audience. Briefly explain why.

- What form of communication is the most appropriate in this circumstance? *Letter, memo, report, e-mail, news release, phone call, other?*

Write in full sentences, using a separate section for each of the audience groups, and address each of the bullet points above in a single paragraph or in similar bullet points in your document (see handout in Module 2 titled "Bullet Points.") Format as a simple report including a title, introduction and conclusion. Use appropriate headings and subheadings where necessary.