

# Elite Communications

Britney Fournier  
Emily Martinez  
Jenifer Richardson  
Tanika Burlingame

## EXCUTIVE SUMMARY

Elite Communication (EC) will provide Stewart-CO. with a progressive and positive reputation with its employees and key audiences. EC will help Stewart and his management team with media training.

## SITUATIONAL ANALYSIS

EC will send out surveys for opinion research on consumer, employee and community attitudes towards Stewart-CO.

EC will sit down with Stewart-CO. Inc. and cultivate a clear outline of the company's strengths and weaknesses.

EC will assist Stewart-CO. and senior executives in developing their mission statement, vision, and values.

## AUDIENCES AND KEY MESSAGES

1. EC's goal is to maintain a progressive reputation and a clear pathway of communication with employees, because a company is only as good as its best employee. At EC, we believe positive communication and reputation ensures a lasting commitment and morale of personnel at every level of operation, forging the strongest mutual sense of a common mission in the good times and the bad. To accomplish this, EC will implement the following:

- Employees will receive a flyer with specific details pertaining to the timeline of the expansion.
- Each employee will be given a personal login to Stewart-CO.'s website. (Refer to page two.)
- Surveys will be given to randomly selected employees once a month to maintain awareness of employee attitude.
- A feedback link will be found on the website letting employees, management, and clerical staff voice their comments and concerns.
- Reward and Recognition programs for employees and families, to boost morale and maintain a "family-centered" company.

2. EC's goal is to improve your reputation within the surrounding community. Brochures containing information of the expansion and a URL link to a virtual tour of the chemical plant on the website will be mailed out to the surrounding residences. A pre-written story will be submitted to the local newspaper for a newspaper release.

3. EC's goal is to increase Stewart-CO.'s reputation with present clients. Surveys will be sent out for customer service research. EC suggest a loyalty rewards program to be implemented for long-term clients.

4. EC's goal is to maintain a positive reputation with the government and social groups. EC will strive to keep the government and all necessary bodies confident that Stewart-CO. is staying within guidelines, keeping up with policies and following all necessary protocols. EC will compose and send out press releases, quarterly statements and annual reports. In the event of a crisis, refer to Crisis Management page four.

## REPUTATION BOOSTERS

A good reputation increases corporate worth and provides a sustained competitive advantage. Objectives are more easily achieved when employee, community and client trust is solid. If any problems occur in their trading relationship with you, your clients will be more inclined to give you the benefit of the doubt when you have a reputation of fair dealing. Likewise, government regulators will be more trusting if you have a good reputation, and they will be less inclined to penalize you if you trip up along the way.

- Internship with Nicholls
  - Opportunities for college students to intern at Stewart-CO.
- Summer Extravaganza
  - Stewart-CO will host an end-of-the-summer weekend fair for its community with mini carnival rides, games and food.
- Winter Bash
  - A holiday event created to celebrate Stewart-CO.'s management, employees and their families. This will boost morale and show the family oriented values of Stewart-CO.

## SOCIAL MEDIA

We will create and maintain a resourceful and productive online presence. Stewart-CO.'s website will include product awareness, company background, news, community and consumer forums, calendar of events, and a link provided especially for employees to access any private company information.

Employees will have to enter the username and password given to them by the company to access information such as a work calendar, calendar of events, emergency protocols, a crisis manual and a monthly newsletter. The newsletter will include a feature story to showcase an individual employee such as new employees, promotions and long-term employees.

Our goal is to gain support from the community by having Stewart-CO. introduce the top management via a virtual tour. The tour will include an introduction by Stewart himself and the management team to give the company a more personable and transparent feel. Having a virtual tour will also give the community an inside look into Stewart-CO.

EC will manage a social media presence such as Facebook and Twitter to update key audiences and shareholders of upcoming events and to help Stewart-CO. maintain a positive reputation.

## MEDIA TRAINING

EC will provide on-going seminars for Stewart-CO.'s management to teach the fundamentals of public speaking, proper video etiquette and rehearse key messages to the public.

## METHODS OF EVALUATION

EC will monitor surveys once a month to evaluate productivity of our implementations. Through the surveys and employee, community and consumer forums, EC will continually stay aware of the opinions and feedback given. EC will then respond accordingly.

## **Crisis Management**

A crisis can happen at any time in the workplace due to natural disasters, employee negligence, major accidents, and unforeseen circumstances that can affect the community, employees, and operations at this facility. Preparation and clear judgment are vital for survival after a crisis. EC will help Stewart-CO. establish a crisis management team. EC, along with your crisis management team, will identify and evaluate potential hazards to Stewart-CO. After the evaluation, we will develop a written crisis response manual and a media communication strategy concerning hazards and potential crisis.

In addition to the crisis management team, EC will be responsible for the communication process before, during and after a crisis. There will be a designated spokesperson from Stewart-CO. that will be trained in message development for statements, press releases, articles and all media relations. EC will monitor and control Web, phone, broadcast and news writing to maintain a positive reputation.

## **Key Influences**

When a crisis occurs, all personal should follow the emergency protocol set forth by the crisis management team. EC will contact all appropriate local city and parish/county government authorities in affected area. If necessary, EC will contact the Department of Transportation and Development (DOTD), Environmental Protection Agency (EPA), Department of Environmental Quality (DEQ) and/or U.S Army Corps of Engineers.

Both the crisis management and communication teams will work together to develop an emergency protocol, meeting location and timeline in the event of a crisis. To maintain an honest reputation the communication team will be ready to release a statement immediately following a crisis. The first news release should go to all media in the area, regional and national news services, all at the same time. It is imperative for the spokesperson to be available for additional information and statements to help clarify the first media release to eliminate any rumors. Information in the release will be used for all comments to media outlets. Comments should answer the reporter's question and whenever possible transition to positive and proactive actions taken by Stewart-CO. to rectify the situation.

### **Potential Threats**

In 2011, there were three problems noted that have potential to create a crisis. The leakage from the waste-storage container poses a potential threat to soil and water contamination that can affect local wildlife and possible nearby residents. The corrosion on the input ducting into two of the Kryptonite storage tanks and deterioration of the piping will continue to worsen if no preventive maintenance is done. If no remedial action is taken and Kryptonite is leaked into the air, water, and/or soil, consequences could be devastating.

Untended barges have also proved to be a small issue the past two years. If these barges are not moored and floating down river unmanned this can pose a threat if the barge capsizes or sinks for any reason.

Unforeseen and spontaneous threats or emergencies will be handled on a case-by-case basis and managed by plants emergency protocol, if necessary.

### **Investigate and Inform**

Communications to key influences, including the media, about actions being taken, cause of crisis, and results of investigation will be made by the spokesperson. This will demonstrate that we are applying lessons learned and another way to show our commitment and integrity after a crisis has occurred.

Information should be disseminated to employees before it is publicized in order to maintain loyalty and confidence that their best interest is in mind. Employees will be briefed on how to handle media questions and interact with the public in a positive light. Employees will be instructed of the process involved to further inform them regarding their current job status.

Media outlets that report the story will be monitored for negative publicity and necessary statements will be issued to maintain integrity.

### **Post Crisis Recovery**

After the safety audit is conducted and findings are analyzed, the crisis management and communication teams are to be notified of investigative findings, impact on plant facilities, and

calculation of loss. All necessary agencies and groups will be informed of the results of the report from the investigation.

If given the go ahead by senior executives, the restoration process can begin. Once plant is back in operation, statements and reports should be made to media outlets to convey that we have taken steps to ensure this crisis doesn't happen again. This will show commitment to safety and preventative maintenance that will begin to repair Stewart-CO.'s reputation and restore faith in their production process.