

Communication Strategy Memo

American Electrical, Inc.

To: Walter Martinson
From: Lauren Morrow
Subject: Water Contamination Communications Plan
Date: November 13, 2014

The purpose of this memo is to present a comprehensive communication strategy that addresses the latest PCB concerns. The goal of the communication strategy is to explain, and reassure various stakeholders, employees, shareholders, customers, local government, and the entire community that American Electrical, Inc. is aware of the issues concerning Multi-Phase Equipment Inc. and is doing everything possible to eliminate those issues.

Summary

Over the past eight weeks, a number of complaints about the taste and smell of the local water were issued by Marietta citizens. An anonymous tip was made that led the Georgia Department of Environmental Protection (GDEP) to investigate Multi-Phase Equipment, Inc. site, which was purchased by American Electrical Inc. six months ago. Investigation revealed that there was improper packaging and storage of polychlorinated biphenyls. Dr. Charles Puckett, who said that it was unlikely that the PCB leakage could have spread beyond the immediate burial site, led the GDEP with their investigation. Damon Ledbetter, the GDEP Field Chief said that PCB's are essentially tasteless, odorless, and not water-soluble. He said, "Taste and odor problems are proportionally more common in surface water than in ground water largely because of the presence of algae. It certainly isn't the PCBs."

Proposed Tasks

- Hold meeting with marketing and public relations departments to touch base and finalize the central message (focusing on American Electrical, Inc. having nothing to do with the pollution of local water) that will be offered to the public.
- Direct marketing department to develop social media plan to immediately begin spreading message decided on during meeting. This should include replying to those who reach out to American Electrical, Inc. via social media.
- Inquire about any official reports proving that American Electrical, Inc. did not contribute to the pollution of local water.
- Send out press release to all local area newspapers, television and radio stations so that the likelihood of local citizens receiving the message is increased due to various media outlets.
- Hold press conference featuring you, and any other corporate members of your choosing, explaining that American Electrical, Inc did not effect the quality of the water in any way.
- Create page on website dedicated to explaining the situation and assuring the public that it is being taken care of.

- Open up phone line to take calls regarding the situation. The phone line number will be included in the press release as well as the press conference. This phone line will give Marietta citizens assurance that they are being heard as well as provide a platform for eliminating rumors and stigma regarding American Electrical, Inc.
- Develop crisis plan, if one does not exist already, regarding how to alert the community in the case of an actual emergency, such as major water pollution, and communicate this plan to assure citizens that they can trust American Electrical, Inc. in the future.

Please let me know if you have any suggestions regarding changing or adding to the proposed tasks. We hope to have all rumors eliminated as quickly as possible so that normal business may resume.