

The right formula

Taking driving into the classroom

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The Ultimate
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Communications – Theme 12: Driven by design

Worksheet 12a

The right approach

For each case study described below, decide:

- a) if it is a proactive or reactive media communications case
- b) which would be the most suitable approach(es) to communicate with the media.

1. A car manufacturing company has invented a new type of engine that uses much less fuel than its competitors. They want to announce the news.

2. Before the car manufacturer (referred to in question 1) has announced the news, the story 'leaks' and the media are asking if it is true.

3. The government want to announce their new road safety programme.

4. A major road accident happened close to some road works and the local council is accused of negligence.

5. The leader of the above council has been asked by the media to comment.

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6. A school has had some excellent exam results and want to capitalise on it.

7. A pupil of the above school has won a prestigious award and the school wants to publicise the fact.

8. Two pupils of the same school have been arrested for vandalism. Local media have asked the head teacher for comments.

9. A well known race driver is planning to retire and the team manager needs to inform the public.

10. A national charity supporting the homeless wants to raise awareness of the issue.
