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Unit Code	MCC645
Unit name	Issues and Crisis Management
Enrolment mode	Internal
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Assignment number	2
Assignment name	Asbestos Not Best
Tutor	Renae Desai

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Optional Comments to Tutor:
Jocelyn, Deki, and Lexmilian

ASBESTOS NOT BEST

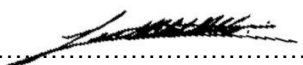
Group Proposal and Contract Template

Lecturer Name: Renae Desai
Tutor Name: Ali Biddiscombe
Due Date: 14th March 2012
Word Count: 636 (715)

Declaration: "We certify that we can provide a copy of the attached assignment if required" - "We certify that the attached assignment is our own work and that all material drawn from other sources has been fully acknowledged"

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Dated: ...13th March 2012...

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Dated: ...14th March 2012...

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Section A: The Issue/Crisis and Client Proposal

Issue: In June 2004, the Rotterdam Convention in Geneva blocked consensus of asbestos being listed as a hazardous chemical that contained cancer-inducing fibres. Against the wishes of a vast majority of countries, asbestos continues to be traded for commercial and construction purposes, which has impeded the progress of a possibility of its ban in the near future. Several countries indicated their plenary problems with the banning of asbestos; these include Canada, Kazakhstan, Kyrgyzstan, and Vietnam.

We represent the Asbestos Disease Awareness Organization (ADAO) to conduct a public relations campaign that will address the lack of awareness and knowledge of how harmful asbestos can be. We aim to educate target publics so that they are able to help list asbestos as a dangerous chemical substance in Rotterdam's upcoming conference in 2013. The campaign will be carried out primarily online, in the form of a website and through the use of social media.

Asbestos Disease Awareness Organization (ADAO) is an independent organization founded by Linda Reinstein and Doug Larkin on April 1, 2004. ADAO seeks to give asbestos victims and concerned citizens a united voice to raise public awareness about the dangers of asbestos exposure. ADAO is an independent global organization dedicated to preventing asbestos-related diseases through education, advocacy and community. ADAO's mission includes supporting global advocacy and advancing asbestos awareness, prevention, early detection, treatment, and resources for asbestos-related disease. (www.asbestosdiseaseawareness.org, 2012)

Section B: Group Member Contact Details

Deki	–	deecdee@gmail.com	–	0404 546 500
Jocelyn	–	mailtojoce@gmail.com	–	0425 910 808
Lexmilian	–	percarus@rocketmail.com	–	0418 517 279

Section C: Main Goal and Objectives

The main goal of our campaign is:

- To educate key publics about the negative impact of asbestos usage which will eventually lead to its ban

The objectives of our campaign are:

- To increase the awareness of the negative impact of asbestos among key publics by 40% over the next three months
- To produce and circulate educational materials to 60% of the key publics over the next six months
- To garner 500,000 visits to the main campaign website through the primary use of online viral videos portraying the stories of victims by the end of the campaign

One of the main purposes of our group is also to have fun and maximize our learning experience in the process of campaign planning. We aim to attain a mark of at least 70% and we plan to hone our creative skills in preparation of the campaign.

Section D: Assigned roles and description of responsibilities

DEKI

Role 1 (Research Officer):

- Introduction to ADAO and background of Asbestos and its association with the Rotterdam Convention
- Address and explanation of issue on hand
- Outline key goals and objectives that will assist in achieving desired results at the end of the campaign

LEXMILIAN

Role 2 (Media Strategist):

- Identify key publics, stakeholders and audiences through SWOT analysis, trend analysis and market research
- Propose key message of the campaign and come up with a slogan
- Draft and execute the strategy of the campaign according to the goals and objectives

JOCELYN

Role 3 (Media Relations Executive):

- Propose channels and tactics that will help execute the strategy effectively
- Draft a media timeline and ensure proper budgeting is in place
- Monitoring the progress of the campaign and evaluating the results at the end of the campaign

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Section E: Group Rules and procedures

Our group will abide to decisions by group consensus where the side with the majority of voters gets their say. Further rules to be abided to achieve consensus include a structure in accordance to Hall & Watson (1970):

- 1) Members should avoid arguing for their "pet" proposals.
- 2) Groups should avoid "us against them" stalemates in which each side in a dispute must either "win" or "lose."
- 3) Members should not comply with a group majority if they do so only to avoid conflict.
- 4) Groups should not use rules for decision-making that allow them to avoid conflict, such as a "majority wins" rule.
- 5) Groups should view differences of opinion among members as natural and helpful.
- 6) Members should consider that their early, initial agreements are suspect and premature.

(<http://www.uky.edu/~drlane/teams/pavitt/ch13.htm>, 2012)

Should a member fail to respond via email for a period longer than one week it shall then be required that other fellow members correspond with each other in a bid to complete the unfinished work so that deadlines are kept to. Our primary mode of communication will be via email and calls will be made in a case of an emergency. Should a member contravene any of the procedures above, a mutual consensus will be reached as to how to deal with the situation. We strive to practice leniency in every circumstance.

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Section F: Timeline and Deadlines

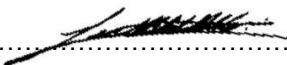
We shall communicate every Saturday, by email correspondence, in order to give feedback in regards to the process of our planning. The email shall be short and succinct unless needed to be otherwise so.

Section G: Signatures

STUDENTS

Signed:

Dated: ...14th March 2012...

Signed: 

Dated: ...13th March 2012...

Signed:

Dated: ...14th March 2012...

TUTOR

Signed:

Dated: