

PERCEPTIONS

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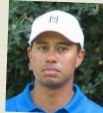
Disjoint between public expectations and his actions = Reputational Crisis

It's a value proposition; He broke the code!

The Washington Post TOP NEWS
For Woods, it's a tough public course
Tuesday, Dec 15, 2009

It appears Woods's image has been damaged among the general public... A new Washington Post-ABC News poll shows that more than four in 10 Americans hold an unfavorable view of Woods, whose mere appearance in tournaments has fundamentally changed the perception of the events since he first turned pro in 1996. The poll also shows that more than a third of Americans -- whether they count themselves as golf fans or not -- say they believe companies should not continue to use Woods to endorse their products and services. Experts in public relations and crisis management have questioned Woods's handling of his case... Woods addressed the issues only on his personal Web site, first issuing a statement on Nov. 29 calling the accident "embarrassing," following with a Dec. 2 statement admitting to "transgressions" and ex-

pressing remorse, and finally announcing Friday that he would take an "indefinite break from professional golf" because of the "hurt that my infidelity has caused so many people."
"You start with the hope that he gets back to what he's known for, and continues to perform at a very high level," [Paul] Swangard [managing director of the Warsaw Sports Marketing Center at the University of Oregon] said of Woods. "People will want to see him do what caused them to be interested in him in the first place, and that was being the greatest athlete in his sport, perhaps ever. Inevitably, he will need to reach out and communicate with different stakeholder groups that have been harmed in this process."



* Yes but industry needs a level playing field & good policy

Issues Management is all about aligning policy AND communications

Hardly the type of positive external advocacy desired!

NOTE:

This was an opportunity for industry to show what has been done (R&D, increasing extraction efficiency, etc)

Hiding behind the website; that isn't "addressing" anything!

Right... it's not just about him!

Excellent point - Solutions require slaughtering some sacred cows.

THE GLOBE AND MAIL
Copenhagen divides Canada
Sunday, Dec 6, 2009

The country "is the dirty old man of the climate world," according to a recent Guardian article. Another prominent article published ahead of the Copenhagen climate-change summit called it a "corrupt petro-state." Various diplomats and scientists have rallied for its expulsion from international organizations. Almost 200 countries will attend the Copenhagen conference, which starts Monday, but few of them will roll in with a more blackened image. Among the international carbon-reduction negotiators, Canada is seen as part of the problem, not part of the solution, partly because its greenhouse emissions under the soon-to-expire Kyoto Protocol soared when they were supposed to go in the opposite direction, and because the proposed new cuts are relatively small. When it [Canada] ratified the treaty in 2002, then prime minister Jean Chrétien vowed that Canada would reduce emissions by 6 per cent by 2012 over the 1990 base year. They are up 26 per cent or more instead. Prime Minister Stephen Harper has committed to a 20 per cent reduction by 2020, but from a new base year - 2006 - when the Canadian economy was on fire. A year later, environmental groups presented the country with the "Fossil of the Year" award for the country most disruptive of the climate-change talks in Poland. Last week, at the Commonwealth Summit in Trinidad and Tobago, Clare Short, Britain's former development secretary said, "Countries that fail to help [reduce global warming] should be suspended from membership, as are those that breach human rights." She was referring to Canada. "The industry has to accept some responsibility," said Murray Edwards, vice-chairman of oil sands miner Canadian Natural Resources Ltd. of Calgary. "It has not been as proactive as it should have been or could have been over the last decade in making sure the public understands the balance in the oil sands between the economy and the environment."

Corpen Group 2009 flashback ...

Crisis highlight

Wrote an international crisis communications plan currently being implemented in North America, Europe and the Middle East.

Issues highlight

Successfully represented the public profile of a large investment capital company undergoing a securities investigation.

Media highlight

Conceptualized and implemented a multilayered media intelligence service to monitor and analyze the reputation of an international energy company.