

Mountain Dew: The Most Racist Soft-drink Commercial in History ?

Case Background

What Happened

What
- Problems with internal communication causing funding issues

Why
- Large number of employees so communication was difficult

When
- Late 2007

Where
- Bennington, Vermont

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Principle Players
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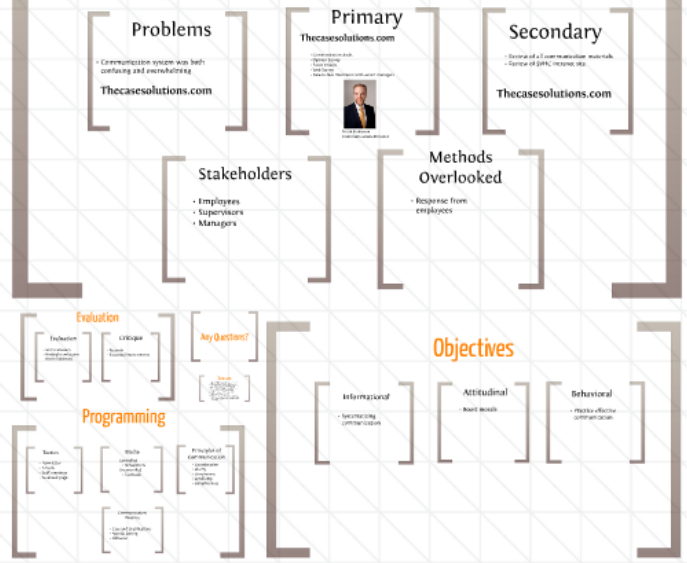
- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



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Research



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Research

Problems
- Communication system was both confusing and overwhelming
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Primary
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Secondary
- Director of a communication research
- Director of public relations
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Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Research from employees

Evaluation

Feedback
- Evaluation of communication system
- Feedback from employees

Any Questions?

How
- How to improve communication
- How to improve communication

Programming

Research
- Research on communication system
- Research on communication system

Methods
- Methods for communication
- Methods for communication

Implementation
- Implementation of communication system
- Implementation of communication system

Objectives

Informational
- Increasing communication

Attitudinal
- Better results

Behavioral
- More effective communication

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Primary

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- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson
Communications Director

Secondary

- Review of all communication materials
- Review of SVHC intranet site

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Stakeholders

- Employees
- Supervisors
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Methods Overlooked

- Response from employees

Evaluation

Evaluation

- 2007 evaluation
- Hindsight evaluation

Critique

- Research
- Suggested improvements

Any Questions?

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