

What People Are Saying...

BP's response to the spill has been...  
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**Theasolutions.com**  
BP Oil Spill - April 20, 2010  
-24 April BP shares fall 2%  
-2 May congress increases limit of liability pay caps  
-7 May - 9 July failed efforts to stop leak  
-3 June BP starts first campaign  
-5 July cost has reached \$3bn  
-4 August Statia kill closes well  
-4.4 million barrels of oil leaked



### Results



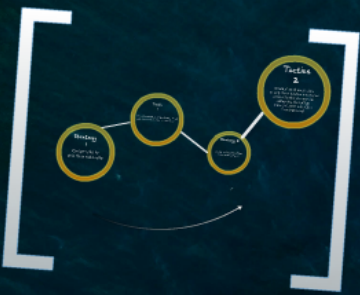
**Statistics Of The Spill**  
BP's response to the spill...  
BP's response to the spill...  
BP's response to the spill...



**Final Decisions And Actions**  
- The Board of BP met 25 times in 2010 in order to take their responsibility for both the accident and financial market  
- BP CEO Tony Hayward made unwise comments and promoted bad decisions that led to him eventually stepping down from his position  
- BP is supporting tourism promotion efforts  
- Supporting seafood industry with monitoring plan  
- Research commitment for effects on Gulf environment  
- Changing safety protocols



### Communication



**Theasolutions.com**  
**Research**  
BP's response to the spill...  
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**Investigations: BP Chief Cut Camera After Oil Spill**  
Research  
- A company, interested in the accident, human judgment, engineering design, operational implementation and team resource failure, involving several companies including BP, consulted to the accident...  
- video recorded 27 safety changes that they were going to implement

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**Research**  
- As a result of BP's research, BP was able to avoid the most extreme penalties  
- Paid a new more than 100 million and then continued to clean up spills

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**Planning Targets, Goals and Objectives**  
to create realistic plan

**Target Audience for Action**  
Theasolutions.com

**Planning Goals: Steps to resolve**

**Identifying Goals: the most important**

**3 Objectives: How to resolve!**

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**Evaluation: Effects of oil!**



**The Deepwater Horizon Oil Spill:  
The Politics of Crisis Response (A)**

**[Thecasesolutions.com](http://Thecasesolutions.com)**

BP Oil Spill - April 20, 2010

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-2 May fishing is closed off

-4 May congress increases limit of liability pay outs

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-3 June BP starts first campaign

-5 July cost has reached \$3bn

-4 August Static kill closes well,

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# Thecasesolutions.com Research

Following the incident:

- >BP's reputation and image spiraled
- >63% of Americans wanted BP charged with criminal negligence
- >A charge that would result in infinite fines
- >The bankruptcy of the already damaged company



## **Feds Move Toward Criminal Inquiry of BP**

May 29, 2010 12:02 PM CDT

Thecasesolutions.com

## Research

- >This is where the most important phase of the research began
- >BP conducted a study into the matter
- >Objective: properly inform its investors and consumers what caused the issue
- >State how they could insure it would not reoccur





## Research

>“a complex, interlinked series of mechanical failures, human judgment, engineering design, operational, implementation, and team interface failures, involving several companies including BP, contributed to the accident.”

>Also announced 27 safety changes that they were going to implement

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Research

>As a result of this research, BP was able to avoid the most extreme charges

>Paid a few more minor fines and then continued its clean up project



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# PLANNING Targets, Goals AND Objectives

BP tried to resolve the problem by:





# 1. Target Audience: for Whom?

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- >All individuals who were affected by the impact of oil spill.
- >BP is trying to compensate all individuals as well as business entities that were affected.
- >Expense for compensation is coming from:
  - Parishes
  - Counties
  - Indian tribes
  - Other political subdivisions

