

# CMGT 591: Communication Internship

## Study Proposal

Student name

Supervising Faculty: Ben Lee

### Study Topics and Questions

The student plans to study public information management and crisis management in government organizations, in conjunction with her internship with the Public Information Office in the Los Angeles Department of Transportation. Nowadays, with more and more critical information available to the public, many government organizations face numerous challenges surrounding the management of information, the branding of the organization in the public's mind. Specific questions to explore include:

- How do government organizations currently manage information, especially during crises?
- How does information availability change the pattern of communication between the government organization and the public?
- How can organizations do better with new communication technologies?

### Study Protocol

- Review relevant literature in the field to have a better understanding of foundational concepts and practices.
- Observe and participate immersively in the internship organization. Specifically, note how individuals working at different positions and hierarchy manage public information and crisis.
- Interview key participants to probe more into their behavior, rationale and consequences.

### Readings

- Kouzmin, A. (2008). Crisis management in crisis? *Administrative Theory & Praxis*, 30(2), 155-183.
- Morgan, M., & Pool, J. (2010). Public affairs and information operations. *Marine Corps Gazette*, 94(4), 28.
- Nason, R. R. (2007). Crisis management planning. *Security Technology & Design*, 17(3), 66-69.
- Rabina, D. (2010). Public information for all. *Library Journal*, 135(18), 22-24.
- Rogan, R. G., Hammer, M. R., & Van Zandt, C. R. (1997). *Dynamic processes of crisis negotiation: Theory, research, and practice*. Westport, CT: Praeger.
- Rosenthal, U., & Kouzmin, A. (1997). Crises and crisis management: Toward comprehensive government decision making. *Journal of Public Administration Research and Theory*, 7(2), 277-304.
- Schneider, S. K., (1995). *Flirting with disaster: Public management in crisis situations*. Armonk, NY: M. E. Sharpe.
- Wilhite, D. A. (2001). Moving beyond crisis management. *Forum for Applied Research and Public Policy*, 16(1), 20-28.

### Deliverables

- Read two books or equivalent in the list by Week 4, and thereafter one book or equivalent every four weeks.
- Submit a 4-page report by Week 6, and one more 4-page report by Week 10 summarizing the insights gained from the readings and from the participation-observation in the internship.
- Meet with the supervising faculty once by Week 7, and once by Week 11.
- Submit a 12-page report integrating and elaborating on the prior reports to the supervising faculty by the last Tuesday, 5:30 pm in the final week of classes.