

Developing a Public Relations Plan for the Susan G. Komen Foundation

The screenshot shows the EssayPro website. At the top left is the EssayPro logo and navigation links: 'How To Order', 'Reviews', 'About Us', and 'Write My Essay'. At the top right are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with the text: 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework', 'We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A blue 'Write My Essay!' button is present. On the right, a 'Calculate the price' widget shows options for 'Writing', 'Rewriting', and 'Editing', with 'Writing' selected. It also shows 'Essay (any type)', 'College', '2 weeks', '1 page / 275 words', and 'Double spaces' selected. The price is '\$11.4' with a flame icon, and a blue 'Write My Paper' button is at the bottom. Below the banner, there are three review widgets: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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Susan G. Komen Foundation mission is to impact in the battle against breast cancer. With sponsored events Komen Race for the Cure, Susan G. Komen Foundation has invested almost \$2 billion to fulfill a Nancy G. Brinker promise to her sister Susan G. Komen. The purpose of Susan G. Komen Foundation is to work towards terminate breast cancer in the United States and globally through innovative research, community health outreach, advocates and programs exceeding fifty countries.

The event that generated the negative publicity towards the Susan G. Komen Foundation according to NBC News, the foundation had announced that it would be taking funds from its Planned Parenthood organization and would not be providing grants used for mammogram screenings for early discovery of cancer to Planned Parenthood which led towards hostile response from Komen supporters and abortion rights advocacy groups, until the founder and CEO, [Nancy Brinker](#) extracted the proposal. The situation brought about more negative abridgment once it was exposed that founder and CEO “received a 64 percent raise and now makes \$684,000 a year, according to the charity’s latest available tax filing. Komen says the raise came in November 2010, prior to last year’s controversy.” (Myers & Reynolds, 2013) The Founder and CEO of the Komen foundation

shut her communication with the public and supporters without providing any form of explanation. The deliberate action she caused many supporters to ask for refunds and withdraw from participating in any of the walk or run for cancer. Others felt that the increase in salary could have been used elsewhere in the organization instead of lining Ms. Brinker's pockets. However the watchdog.com stated that it is not unusual for CEO and founder...

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...fying the message and values established in its traditional communications (advertising resources, annual reports, website, etc.) in addition all inquiries initiated from the media is an opportunity to reinforce the organization's values in a crisis (scandal). Remain attentive towards the demands on staff and discover methods of recognizing and reward them to acquire further support to cover the complete scope of the business communications opportunities.

Works Cited

Komen.org. (2013). About Us: Fulfilling the Promise. Retrieved from Susan G. Komen: <http://www5.komen.org/AboutUs/AboutUs.html>

Myers, L., & Reynolds, T. (2013, June 10). Susan Komen CEO's salary draws fire as donations drop, races are canceled. Retrieved from NBCNews.com: http://investigations.nbcnews.com/_news/2013/06/10/18869742-susan-komen-ceos-salary-draws-fire-as-donations-drop-races-are-canceled?lite

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