

How BP's Press Releasees After the Deep Water Horizon Explosioin Helped Regain Public Favor Essay

The screenshot shows the EssayPro website. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a pen holder. Text on the banner includes '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. A 'Calculate the price' widget is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', a dropdown for 'Essay (any type)', 'College', and '2 weeks', a word count of '1 page / 275 words', and radio buttons for 'Double spaces' (selected) and 'Single spaces'. The price is '\$11.4' with a flame icon, and a blue 'Write My Paper' button is at the bottom. Below the banner, three rating boxes are shown: 'EssayPro Reviews' with 4.9 stars, 'ResellerRatings' with 4.9 stars, and 'Sitejabber' with 4.8 stars.

LINK => <http://787787.com/writing-service?438613397>

On April 20, 2010, the Deepwater Horizon oilrig exploded in the Gulf of Mexico. Operated by Transocean under contract for British Petroleum for the Macondo Prospect, the explosion claimed eleven lives. The subsequent sinking of the drilling rig resulted in the discharge of over 210 million gallons of crude oil into the Gulf, causing extreme environmental damage to the marine ecological system, as well as affecting millions of wildlife habitats along the coast. Additionally, fishing and tourism industries were affected, and human health problems were reported. The incident subsequently became known as the largest marine oil spill since the [Exxon Valdez oil spill](#) in Alaska in 1989.

Media and Public Perception in the Wake of the Spill

While media outlets initially picked up on the direct casualties of the explosion, attention quickly turned to the insurmountable environmental, economic and health consequences caused by the oil spill. Although Transocean owned the oilrig, it was contracted to British Petroleum, which quickly came under fire due to its history of bypassing safety measures and violating environmental laws. British Petroleum's reputation took a huge hit, and it's

stock fell by 52% in 50 days. A month after the incident, British Petroleum marked a US\$60 billion loss in value.

The story dominated traditional news media such as newspapers and television for months, with most news outlets covering the story from an economic standpoint, focusing on the overall estimated cost of the oil spill for the company as well as restoration costs. Additionally, news outlets picked up on other indirect consequences of the oil spill, such as the environmental and health effects on the Gulf inhabitants. Finally, news outlets place...

... middle of paper ...

...cation. In M, E, Roloff & C, R, Berger (Eds). Social cognition and communication, pp, 73-106. Beverly Hills, CA: Sage.

Van De Meer, T. & Verhoeven, P. (2012). Public framing organizational crisis situations: Social media versus news media. *Public Relations Review*, 39, pp. 229-231.

Wilcox, D.L., & Cameron, G.T. (2006). *Public relations strategies and tactics* (8th ed.). Boston, MA: Pearson.

Articles

Cohen, J. (2010, June 7). Poll shows negative ratings for BP, federal government. *The Washington Post*. Retrieved from http://voices.washingtonpost.com/behind-the-numbers/2010/06/poll_shows_negative_ratings_fo.html.

Mountford, S. (2012, August 22). Positive environmental ratings suggest BP's rehabilitation is underway. *Ethical Corp*. Retrieved from <http://www.ethicalcorp.com/environment/positive-environmental-ratings-suggest-bp%E2%80%99s-rehabilitation-underway>.

Other Articles:

- [Ideas Of Public Service Broadcasting Media](#)
- [Why Marijuana Should Be Legalized Essay](#)
- [Extended Essay Research Question](#)
- [Grace And Sin](#)
- [Outline For Lady Macbeth](#)
- [Math Assignment For Kindergarten](#)
- [Marriage As A Contract Essay](#)
- [The Impact Of College On Family Finances Finance](#)
- [Descriptive Essay Describing A Place](#)

- [Columbine Shootings](#)
- [Sample Resume Of Healthcare Administrator](#)
- [Essays In Medical Biochemistry](#)
- [Essay On Importance Of Plants In Our Life](#)