



Crisis Situation 1: Waco Greyhounds (Basketball)

Crisis Analysis:

- Who should be the spokesperson?
 - Stephen Maddox, CEO of NEThing Unlimited, LLC, son of John Maddox, founder of NEThing Unlimited, LLC
- Who is the audience?
 - The middle-class families currently living in the area we are developing, our shareholders and the greater Waco community
 - Reporters and journalists at the press conference as well
 - They will want to hear our plan for the families who will be near our new project and how the growth we will bring to the area will benefit them.
- What type of crisis is this?
 - This is a potential reputational crisis.
- What is the potential damage if unaddressed? What are the potential opportunities if handled well?
 - The potential damage is that people will be hesitant to come to the complex, and thus, profits won't happen.
 - The people closest to the complex have the potential to be your best customers if you treat them right, which could be an advantage, but also a negative if you don't handle the situation well.
 - You need the trust and goodwill of the people around your complex because they have the ability to impact your revenue.



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Contact Information:

Caroline Bradley

baylorbearsrock@gmail.com

123-456-7890

Statement from Stephen Maddox:

Good afternoon everyone. My name is Stephen Maddox, and I am the CEO of NETHing Unlimited and son of founder, John Maddox. Welcome to the launch of the Waco Greyhounds Men's Basketball team and the NETHing Unlimited Sports Complex.

This complex, or the NET, will house all sorts of amenities in addition to the Waco Greyhounds basketball arena, which will be called The Pound. With over 10 different restaurants, 3 bars, a variety of shops, a block of studio apartments and of course, the Waco Greyhounds, the NET will soon become the hub of Waco activities.

We are excited for all of the new growth that the NET will bring. We aim to create over 1000 new jobs and house up to 250 individuals in our studio apartments. As a way to invest in the community already established around the NET, we are extending first priority to these families who might want to apply for these apartments. For those families who will remain in the surrounding neighborhoods, we would like to offer a premium membership.

This premium membership will cost \$30 a month and include discounted tickets for all events at the Pound, coupons to each restaurant and bar and access to special events and sales at our shops. For others in Waco, the premium membership will cost \$45 a month but include a parking pass to the parking lots next to the Pound.

We are excited to partner with the Waco community in welcoming the Greyhounds to Texas and hope to see you all at the NET's grand opening on October 21.

Dissemination Plan:

- Plans to release this statement:
 - Press release (not this statement) before the press conference that announces the opening of the NET
 - Press conference that this statement will be read at along with announcing the schedule for the Waco Greyhounds
 - Social media post announcing the press conference and then live stream and tweets as the event is happening
 - Email to residents after the press conference with more specific information and links to website and instructions on how to sign up
- Timeline:
 - Release the statement on the website after the press conference is held
 - Press release/conference happens in July, which is three months before grand opening in October
 - Begin promotional campaign throughout the months leading up to October
 - Giveaway tickets, memberships, money to restaurants and shops