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

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.