Abstract: There most prevalent notion in the management world today is; that the future of any corporation vitally depends on how it is viewed by key stakeholders, investors, patrons, its human resources, and members of the community in which the company operates. Globalization and commercial crises have further strengthened this faith. CEOs and senior decision-makers and policy makers of many huge organizations and multinationals consider protecting their company’s reputation to be ‘critical’ and view it as one of their most imperative objective. This objective of building, maintaining and protecting the company’s reputation is actually the nucleus task of corporate communication practitioners. However, despite the importance the task and contribution of corporate communication is, in many companies, still far from being fully understood. In this regard Media and marketing have brought ground-breaking changes in all facets like politics finance advertising and business world. Modes of communication have also undergone striking transformation; information floats like air in the atmosphere and Communication being the vital source of building rapport with clients and customer given a new dimension to the corporate or business world. Talking about the consideration of media reforms, it has empowered marketing scenario drastically. Success of any corporate depends largely on its communicational strategies. Corporate communication is a fine art where passion and intelligence both plays are required in perfect harmony. It advocates the culture of organization with an objective to fetch and retain clientele by building corporate image. Today because of rapidly changing technology and instant media coverage, any corporate catastrophe is uncovered within seconds, and is uploaded on web for its thorough revelation, around 80 percent coverage of any communication reaches to the masses, at a faster rate in a day or two using television as a rapid means and to the rest of the population it is reached via radio/ FM, bulletin, brochure, press release, and above everything through social networking sites. This sophisticated media environment has created the need for more planned communicational strategies, Therefore, any communication from organization should be circulated so efficiently and with paramount care, that it could leave a long lasting notion on the minds of its viewers and readers. Thus this paper focuses on the recent style and strategies devised for effective corporate communication.

Key words: Corporate, communication, strategies, catastrophe, harmony, accountability, empowered, information-flow, revelation, masses.

Rapid revelation of any event some time results in quick and constructive fame, but sometimes contrary to instant reward it leads to crisis and torment the reliability of company, typically brought by hostile or negative media attention. This situation can be any sort of legal dispute, burglary, mishap catastrophe, fire, flood or manmade failure that could be credited to company’s name and fame. It can also be a state of affairs where employees may not be aware about each and every slightest move of its associations. Every single word uttered by the corporate member is evaluated in realistic framework. This explanation is not all surrounding but can acclimatize companies with a state where employees may need to take calculative action in order to minimize the catastrophe. If handled correctly the turmoil can be minimized. On the contrary it takes years and years to retain a good-will in the market but minutes to wipe-out its recognition. For minimizing the anarchy decision-makers have to be equipped with intellect and wit for what to do in the time of emergency but also what to say; ensuring that their response is professionally synchronized and morally fair. If the organization is not prepared to face the crises, result can be devastating and loss can be irretrievable. One thing which is critical in the time of crisis is to inform about the event clearly, quickly and accurately. If this is done unmistakably commotion can be minimized.

1. Introduction
Devastation, crisis or adversity is a situation that alarms the goodwill of a company, typically brought by hostile or depressing media attention. This situation can be any sort of lawful dispute, theft, mishap disaster, fire, flood or manmade breakdown that could be credited to company’s name and fame. It can also be a state of affairs...
where in the eyes of the media or general public, company did not respond to one of the above state in the suitable behavior. Every association is vulnerable to crises. It is an era of stiff competition where stakeholders are well aware about each and every slightest move of its associations. Every single word uttered by the corporate member is evaluated in realistic framework. This explanation is not all encompassing but can acclimatize companies with a state where employees may need to take calculative action in order to minimize the catastrophe. If handled suitably the turmoil can be minimized. On the contrary it takes years and years to maintain a good-will in the market but minutes to obliterate its recognition. For minimizing the chaos decision-makers have to be geared up not only for what to do in the time of crisis but also what to say; ensuring that their response is professionally coordinated and ethically sound. If the organization is not prepared to face the crises, result can be devastating and loss can be irrevocable. One thing which is crucial in the time of crisis is to inform about the event clearly, swiftly and accurately. If this is done unmistakably commotion can be minimized.

**Developing Team understanding for Administering Emergency**

Companies to meet any contingency should have a team vital to recognize what measures should be taken in the time of disaster. The team should consist of persons who are significant to the situation. Team should include as a minimum the CEO, the chief of Public Relations, the Vice President, the Senior manager from the division in charge of the milieu who was involved in the situation that has brought about the calamity, the safety and security officer, the organization Lawyer, and anyone else who might be able to shed some light on the situation such as eye witnesses. The function of this team is to come up with a calculated strategic plan and decide who should be the representative to put the matter before media and public. A copy of the management recall schedule should be attached and should encompass cellular phone numbers and pager number which should be issued to the chief and team members. As we know that crisis is not always at the most suitable time and place. A complete management list is suggested as nobody knows who may be needed. Once the crisis communication team is selected a list should be made of the people on the team and what each team member is responsible for. This document contains a sample form.

In addition to the crisis communication team the Public Relations or Communications department should be supplemented with proficient people who can answer phone calls and if required escort media because answering to the calls from media promptly is essential. As soon as possible a prepared statement should be given to this staff. This statement should be accurate and reasonable such as "Details are still being gathered but there will be a press conference before 5:00, give me your name and number and I will call you back to let you know when."

**Accountability of Administering Communication team**

One of the first responsibilities of the crisis communication team should be to decide the suitable positioning or message to tackle the emergency. This is where "inform correctly, closely and honestly" begins. It is always best when a mistake has been made to acknowledge it up front, and begin doing whatever is possible to re-establish credibility and poise with internal and external audiences. This may be difficult for senior management to do, especially if the Lawyers are involved since it is their job to reduce the ultimate legal cost to the company. However, if crises team does some homework legal costs can be minimized, because the first and foremost goal of the team is to protect the reliability and reputation of the Company in the market.

- On no account slouch or speak ill for anybody, don’t refuse or hide your/ company’s concern.
- Don’t ignore the problem hiding the state of affairs will only make it worse.
- Don’t let the lawyers make the verdict. While they are fine interpreter, it may cause the crisis to go up.
- The cause of almost all crises fall into two broad categories: deliberate acts and acts of lapse.

**Task of Administering Communication team:**

It is important to step out the role of the team members in the company and place the most reliable consistent and accountable person in the situation as an external interrogator to view the crisis from the eye of the public. Ignoring the situation will only make the situation worse. Examples of categories to consider for positioning are:

- Human error
- Organizational error
- Illegal dealings
- Ignominious supervision
- Loathsome quality control
- Ill-treatment of confidential information
- Errors of verdict
- Insufficient operating procedures

So bearing in mind the Good will of company and its consequences state any comments. Keep in mind that people tend to remember what they hear first and last.

**Selecting spokesperson**
One individual should be designated as the primary spokesperson to signify the Company, he should be skilled enough to make official statements and answer media questions throughout the crisis. A back-up to the designated spokesperson should also be prepared to fill the gaps or the primary information to avoid errors in interpreting the event by the spokesperson.

In addition to the chief spokesperson and the backup spokesperson, individuals who will serve as technical experts or advisors should also be nominated. These resources might include a financial expert, an engineer, and a leader in the community or anyone to whom company considers necessary during a specific kind of crisis. This will take some brainstorming by the crisis communication team since what is needed may not always be apparent. The spokesperson should be technically competent and emotionally established. Person devoid of interpersonal skill cannot effectively sustain work climate. He must posses high individual energy with personal integrity and affirmative work ethic. Persuasion and critical thinking along with sound communication skill mentoring relationship which improves judgmental skill or skill for leading change. Thus the internal communications personnel should be expert, and must have strong conviction and confidence so that he can help in generate support and trust of public.

- At ease in front of a TV camera and with reporters, if possible, experienced in handling media,
- Capable in directing reply to other related topic too,
- Expert in identifying key points, able to communicate explicitly without using jargon, and must be equipped with enormous vocabulary.
- Well-informed about the organization and be able to establish fidelity with the media,
- Experienced enough to project confidence to the audience, suitable in regard to diction, appearance and appeal, genuine, straightforward and credible, accessible to the media
- He should be able to assist media interviews, and expert enough to remain calculative unruffled and composed in panic and tened situations.

In addition to the designated representative, it can be anticipated that other parties concerned in the catastrophe; police, fire department, health officials, etc. should have back up in line with the spokesperson.

**Media Policies and Procedures**

Select a place to be used as a media center. It should be at some distance from offices of the crisis communication team, spokesperson and emergency operations center to ensure that media are not in the middle of the action. Locations for interviews and press briefings should be decided by the crisis communications team.

Don't change the rules that are already established for the media. If the media are currently required to be escorted then during a crisis they should be required to be escorted. These things should be considered and preparations made now to find people who can escort media during a catastrophe. If there are special circumstances that would require them to be escorted such as a safety hazard, they should be advised of this up front. Any change in the way the media is dealt with during a crisis may change the views of the reporter. It is important that they feel that you aren't trying to hide anything.

However, remember that reporters have the right to interview anyone they want to and if they don't get the answers they want from you they will get them somewhere. They are all after the scoop. They all consider the person they are interviewing the point of questioning by the media.

In addition to the chief spokesperson, it is imperative, at the onset of the crisis, that the spokesperson, backup and advisors spend some time rehearsing

- Prepared statements and answers to possible "tough" questions that may be asked by reporters.
- If possible, similar preparations should be conducted prior to each media interview, briefing or news conference.
- Practice ground-breaking questions, which are very insensitive, harsh, violent forceful, and crude.
- It is better to over-prepare than to be surprised by the depth of questioning by the media.
- Be tough and be prepared.
- These practice sessions should be for internal use only and not for distribution outside the organization.
- Don't volunteer information unless it is a point the company wants to make and the question hasn't been asked.
- Don't talk off the record or testimony.

**Practicing Tough Questions**

A crisis situation is always difficult when dealing with the media. Therefore, tough questions and rehearsals are necessary to help the spokesperson prepare.

### Prepared Statements

If you don't communicate immediately, you lose your greatest opportunity to control events. First news release should comprise minimum information i.e., the who, what, when and where of the situation. Facts must be given based on the gathered information from reliable and definite sources. Don't over reach and don't hypothesize.
The effect of expressing apprehension and generating good will at the consumer level is securing the trustworthiness of your customers and employees. If your employees and customers don’t feel like insiders, they are going to act like outsiders. You must have a prepared statement on hand that can be used to make an initial general response to the media. As the crisis progresses and new information and facts become available, it is also advisable to develop prepared statements to be made by the spokesperson at the onset of any media interview, briefing or news conference. These prepared statements can provide accurate and precise information without missing any important point.

Mock-up News Release
A ___________________ at ____________________ involving __________________ occurred today at _____________. The incident is under investigation and more information is forthcoming.
A (what happened) at (location) involving (who) occurred today at (time). The incident is under investigation and more information is forthcoming.

II. Conclusion
Thus in any corporate, employees are like variety of communication vehicles. While some employees can learn everything they need to know through societal media platforms or emails, others find it necessary to discuss things face to face. Employees prefer to be communicated with in a “real world” environment. A recent article suggested that “they want intranets that look like the best news/information websites. In a nut shell communication at work place must be transmitted in a way that employees find authentic, engaging and maneuvering to face any challenging situation at work place. Although it is difficult to condense all best practices about Business Communication into one succinct research, but by adopting certain procedures and practice the impact of catastrophe can be minimized for better workplace management. While catastrophe begin as a negative threat, effective crisis management can lessen the harm and in some case allow an organization to appear stronger than before the crises took place. However, crises are not the ideal way to improve an organization. But no organization is immune to disaster, so all must do their best to prepare for one.

References