

CRISIS MANAGEMENT PROJECT: THE MIAMI DOLPHINS

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OBJECTIVE

CONDUCT A PR PLAN FOR TYREEK HILL, WIDE RECEIVER FOR THE MIAMI DOLPHINS WHO WAS RECENTLY RACIALLY PROFILED DURING A TRAFFIC STOP.



EXECUTIVE SUMMARY

- PROFESSIONAL AMERICAN NFL TEAM BASED IN MIAMI, FLORIDA
- ESTABLISHED IN 1966
- IN THE NEWER SEASONS, THE MIAMI DOLPHINS WORK TO BUILD A COMPETITIVE ROSTER, FOCUSING ON YOUNG TALENT AND EMPHASIZING THE CULTURE OF RESILIENCE AND PERFORMANCE WITHIN THE NFL
- 2023 PR CRISIS - MISCONDUCT WITHIN THE ORGANIZATION - RELATED TO PLAYER TREATMENT, HANDLING ON INJURIES, AND SAFETY PROTOCOLS FOR PLAYERS
- ISSUES WITH COACHING STAFF COMMUNICATION WITH PLAYERS
- ALLEGATIONS OF A TOXIC ENVIRONMENT WITH COACHING METHODS THAT CAN HINDER PLAYER PERFORMANCE
- MIAMI DOLPHINS HAVE A LONG OUTSTANDING RELATIONSHIP WITH THE MIAMI POLICE DEPARTMENT



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STRENGTHS

- **The Dolphins are known for having a strong presence within the community.**
- **Talent Acquisition :** Recent drafts and trades have brought in promising talent, enhancing the team competitiveness.

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WEAKNESSES

- **The Dolphins have faced different challenges which have impacted their performances on the field.**
- **Inconsistent Performance:** The team has struggled with consistency over the years.

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OPPORTUNITIES

- Increasing immunity involvement can strengthen community relationships and enhance the team image.
- They have a lot of potential with the younger players, they have been showing promising results.

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THREATS

- The AFC East has strong competitors , making it challenging to secure a spot in the playoffs when playing against teams like the Bills and the Patriots.

PRESS RELEASE

We decided to write a press release addressing the issue. In the press release we talk about how the Dolphins stand with Tyreek Hill, and that racial prejudice and police brutality will never be tolerated or accepted by the Miami Dolphins or anyone they work with. Additionally, We laid out the steps we will take to ensure that something like this doesn't happen again.



FOR IMMEDIATE RELEASE

October 21, 2024

Miami Dolphins Statement on Tyreek Hill and Incident Involving Law Enforcement

October 21, 2024 – Miami, FL – The Miami Dolphins are deeply troubled by the recent body cam footage involving our wide receiver, Tyreek Hill, and local law enforcement. We stand firmly in support of Tyreek, who we believe was unjustly targeted and subjected to an incident reflective of broader issues of police bias and racial profiling that affect communities of color across the country.

Tyreek Hill, like many individuals in the Black community, has faced situations where interactions with law enforcement are marred by prejudice rather than fairness. The footage in question shows that Tyreek was treated unfairly, and we believe this incident is yet another example of systemic issues that continue to plague our society. While the legal process is still unfolding, we are committed to supporting Tyreek through this situation and will work to ensure that justice is served.

As an organization, we recognize the importance of using our platform to advocate for meaningful change. To address the injustices surrounding this incident and to prevent such occurrences from happening to Tyreek or any member of our team, the Miami Dolphins are taking the following steps:

1. Support for Tyreek Hill: We will continue to provide legal and emotional support to Tyreek as he navigates this difficult experience. Our team has spoken directly with Tyreek and his representatives, and we are confident that the truth will be brought to light.
2. Partnerships with Social Justice Organizations: The Dolphins are partnering with advocacy groups and experts to combat police bias and racial profiling. We will be working with these organizations to develop educational programs aimed at raising awareness and fostering constructive dialogue.
3. Internal and External Education: We are implementing training for our players and staff to better equip them in situations where they may encounter law enforcement. Additionally, we will be offering education on the broader impacts of racial profiling and how we can collectively advocate for change.
4. Advocacy for Policy Reform: We are committed to working with local and national law enforcement agencies to push for reforms that eliminate bias in policing. By collaborating with lawmakers, we aim to support measures that ensure fair treatment for all citizens, regardless of race.

The Miami Dolphins have always believed in the importance of fairness, justice, and equality. We will continue to stand behind Tyreek Hill and all individuals who face discrimination, and we will use our platform to create a safer, more just society for everyone.

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Video Statement Regarding The Situation

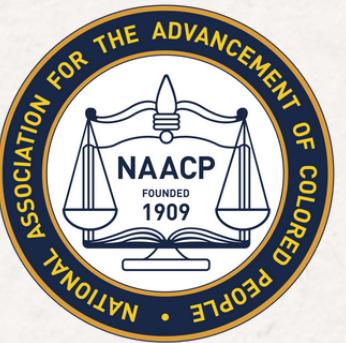
The Miami Dolphins recently released a video addressing the incident involving wide receiver Tyreek Hill being detained. The footage provides context surrounding the situation, emphasizing that Hill was briefly held for questioning but not arrested. The Dolphins' communication aims to clarify any misconceptions, highlighting Hill's cooperation with law enforcement and affirming his commitment to the team and community. The video underscores the organization's support for Hill during this time.



ANNE NOLAND
VICE PRESIDENT,
COMMUNICATIONS



SOCIAL ORGANIZATION PARTNERSHIPS



We will be collaborating with organizations such as the **NAACP Legal Defense and Educational Fund (LDF)**, which has long been at the forefront of fighting for racial justice, particularly in areas of criminal justice reform and police accountability.

Additionally, we will partner with **Campaign Zero**, an organization dedicated to ending police violence by promoting policy solutions that hold law enforcement accountable and reduce racial disparities.

We are also teaming up with **The Players Coalition**, a group of professional athletes committed to advocating for social justice and racial equality.

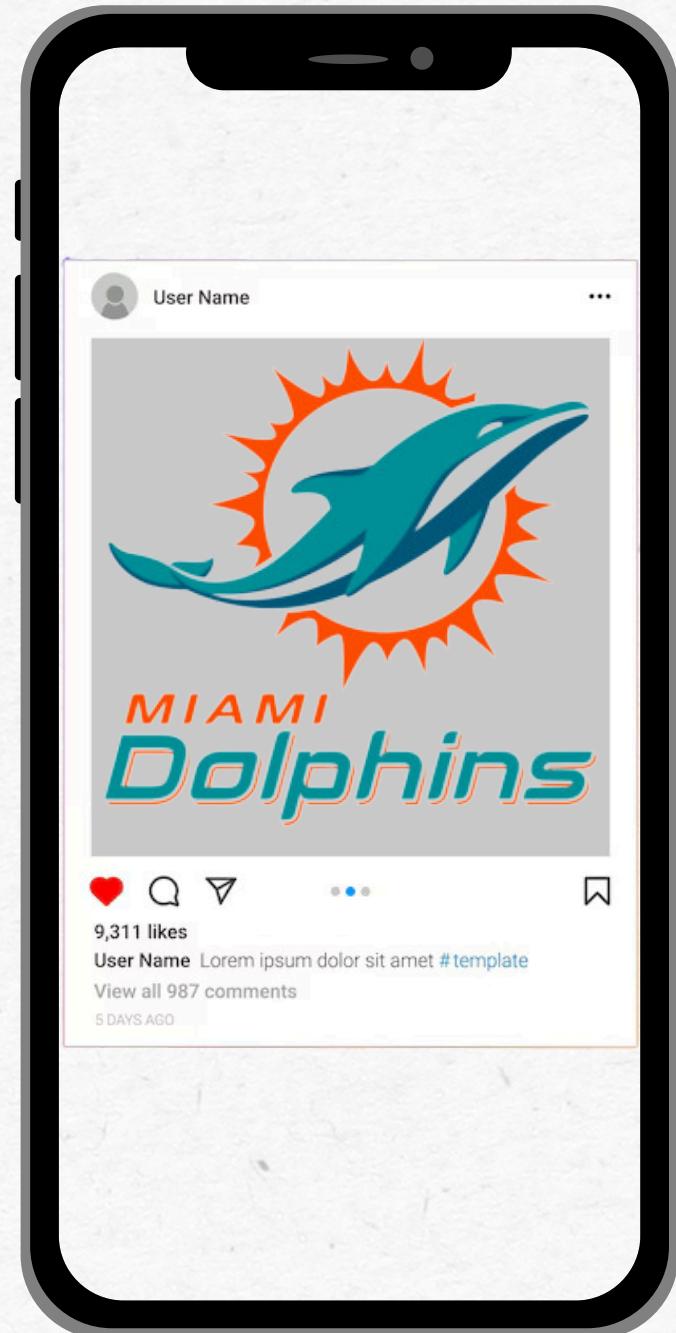




SOCIAL MEDIA RESPONSE

The Miami Dolphins media and communications team will create a post for various social media platforms like Instagram and X outlining the following:

- assessment of the situation
- crafting a clear and transparent message
- current and refined updates at the time of the crisis and several weeks following
- rebuilding fan base
- reassurance



**THANK
YOU VERY
MUCH!**

