



MOCK PRESS CONFERENCE

Boeing 787- Battery Fires

Summary

The assignment was to conduct research on an existing public relations crisis facing a real-world organization, and then execute a simulated press conference regarding a development in the crisis to a panel of student reporters. Our group chose the situation facing Boeing in regards to the battery fires that were occurring in its new 787 Dreamliner model.

Packet Contains

Media Advisory, Opening Statement and Press Release



Boeing
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David Coggins
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FOR IMMEDIATE RELEASE
April 1, 2013

**BOEING TO ANNOUNCE PLAN TO RETURN 787 DREAMLINER JETS TO FLIGHT
BY MID-APRIL OF THIS YEAR**

- WHAT:** Boeing will be making an effort to upgrade batteries in existing 787-model jets and resume production by June 10, 2013, pending safety approvals of both Boeing engineers and FAA safety officials.
- WHO:** **David Coggins**, Director of Communications, Boeing
Stephanie Baber, Chief Financial Officer, Boeing
Alexandra Mendoza, Chief Engineer, Boeing
Kaylon Kirk, Liason, Federal Aviation Administration
- WHEN:** Friday, April 5, 2013, 9:00 A.M.
- WHERE:** Freedom Forum Conference Room
UNC School of Journalism and Mass Communication
Carroll Hall, CB 3365
Chapel Hill, N.C. 27599
- NOTE:** Head Boeing officials will open with brief statements on the progress of upgrades to the 787 Dreamliner jet. A question and answer segment will immediately follow.



Opening Statement

Good morning. My name is David Coggins and I am the Director of Communications for Boeing. I'm joined today by Boeing Chief Financial Officer Stephanie Baber, Chief Project Engineer Alex Mendoza, and Federal Aviation Administration Liaison Kaylon Kirk.

Today we are pleased to announce the successful results of the Federal Aviation Administration's battery certification test flight that was conducted yesterday on the No. 86 787 Dreamliner.

Boeing is committed to the utmost safety and security of every product that we provide. Our adherence to this commitment is the reason we supported the grounding of the 787 Dreamliner in January. We have worked closely in conjunction with the FAA and the National Transportation Safety Board over the past months and will continue to until the NTSB completes its investigation. Our primary concern has always been that of our customers' safety.

Yesterday's certification flight was the second portion of the FAA's 2-part test designed to place our redesigned battery under rigorous operating conditions. We have conducted extensive testing of these batteries in our laboratories and they have exceeded the safety standard. Yesterday's three and a half hour flight from Texas to Washington State also exceeded the certification's standard for a 2 hour flight to ensure that our batteries have received extensive testing.

Today we are pleased to announce in conjunction with the FAA that we feel confident in projecting a successful return of all 787 Dreamliners to airlines around the globe by June 10th. We thank you and all of our partners for standing by us as we resolved this concern and we look forward to all that the 787 Dreamliner has to offer the airline industry in the future. Boeing is producing market-leading commercial airplanes at its highest rates ever ... we will continue doing what our team does best – exceed customer expectations.



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100 North Riverside Plaza
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FOR IMMEDIATE RELEASE

BOEING'S 787 DREAMLINER EXPECTED TO RESUME FULL SERVICE IN JUNE

CHICAGO (April 5, 2013) – Boeing is anticipating returning all grounded 787 Dreamliner jets to service by June 10, 2013, following a successful test flight of a 787 conducted yesterday.

A 787 Dreamliner Jet with a team of six engineers aboard successfully flew from El Paso, Texas to Seattle, Washington yesterday---a three-and-a-half hour flight—which presented no battery issues. The Federal Aviation Administration is satisfied that the battery upgrades developed since January are suitable to return the 787 Dreamliner jets to flight.

FAA spokesperson Kaylon Kirk said, “We are satisfied that the new battery design ensures the safety of the aircraft and its passengers.”

“We have worked closely with battery developer GS Yuasa to ensure the battery as a whole is safe and reliable,” Chief Project Engineer Alexandra Mendoza said. “We have developed various lines of improvement to ensure safety even in the unlikely event of a battery malfunction. Boeing is looking forward to a long, safe lifespan for the Dreamliner.”

Boeing, in conjunction with the Federal Aviation Administration, has worked around the clock to improve the safety and reliability of the 787 Dreamliner. Following extensive safety tests and battery redesign, Boeing will begin upgrading the batteries in every 787 immediately.

Since January, Boeing’s stock has risen 13 percent. Despite minor production setbacks, Boeing’s shares have remained strong. The retesting and upgrading of the Dreamliner will not seriously impact the company finances in any way.

“The 787 is a revolutionary aircraft,” said Director of Communications David Coggins.

“Whenever you do something revolutionary, there will always be minor setbacks. We expect this aircraft to be in the air for over 80 years.”

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