

Knowing your audience paper and communication release

[Sociology](#), [Communication](#)



Knowing Your Audience Paper & Communication Release When we are communicating information it is vital to know our audience and ensure we are effectively conveying the message. If we are dealing with a variety of cultural people, we need to consider how our audience will receive and accept our translated information. I will discuss the protocol on the Chilean Copper Mining accident that occurred on August 5, 2010. It is crucial that the Chilean Copper Mining employees and families be communicated with about their loved ones and what will be done to help with their peace of mind.

It was August 5, 2010, when there was a collapse inside the main access tunnel at a small copper mining operation in northern Chile; causing 33 workers to be trapped underground (2010). The miners were believed to be in shaft about 2,200 feet below the surface. According to "Chile Mining Accident" (2010), there was no word about their fate, whether they were alive or whether they would be rescued for 17 days. A small hole was borrowed to allow rescuers to send water, sugars, and other supplies to help make them a little more comfortable.

The miners were also able to be in communication with their loved ones by using the hole. It wasn't until October 9, 2010, when the rescue efforts were successful and the miners were saved one by one (Chile Mining Accident, 2010). In a situation like this, it is important to take caution when preparing to communicate with the families and fellow employees of the trapped miners. I must be sensitive to the situation, ensure my information is credible, and ensure my audience understands or receiving my message as it was intended.

Since I know my audience is going to be the families and fellow employees of the trapped miners, I generally know who will be listening to my every word. Even before I deliver my message, I need write out what exactly it is I want to say. It is vital to all the members they receive accurate information on rescuing methods, family, employees' conditions, and health information on the miners. In this case, this pertains to multiple family members, and employees with different backgrounds, and beliefs.

It is vital that we continue to informing the families and employees without further frightening them or suggesting that the victims might not survive. When informing the families, I would want to schedule a press conference so I am able to ensure the families ever precaution is being made that there are no more collapses, and that we are doing all we can do to get their loved ones out of there. I would send a memorandum or email to the other employees informing them that we are working our hardest to get their associates out safely and quickly.

To the families I might tell them... " Family and friends, I am here representing Minera San Esteban Primera. I have called this meeting with you to announce that there has been an accident. There has been a collapse in the shafts and there are 33 men trapped. I am deeply sorry for what has happened. We are working hard and as quickly as we can to get your loved ones out of the mine. I can ensure you we are doing everything we can to get to them. Our first priority is to borrow a large enough hole to be able to communicate with them and get them any supplies they need for survival.

We are unsure of what caused the collapse; however I can guarantee you that we will do a full investigation on the cause. As soon as we are been able to communicate with them through the borrow hole we will let you know. We plan on keeping you as informed as possible. We do not yet have confirmation on the exact state of the well being of the workers; however, I can assure you that we have hundreds of personnel working around the clock to get some kind of communication from the men.

If you would like to write letters to them, please do and we will send them down to the men as soon as the tunnel is complete. Again, we here at San Jose mine are deeply sorry for this incident and are trying our hardest to rescue the minors. We will keep you all updated about rescue efforts as updates come in. If you have any questions or needs, please let us know. " To the employees, I would write them a memorandum that would say... " As President of Minera San Esteban Primera, I have some bad news to inform everyone about.

There has been a collapse in the shafts and there are 33 men trapped. I am deeply sorry for what has happened. We are working hard and as quickly as we can to get your loved ones out of the mine. I can ensure you we are doing everything we can to get to them. Our first priority is to borrow a large enough hole to be able to communicate with them and get them any supplies they need for survival. We are unsure of what caused the collapse; however I can guarantee you that we will do a full investigation on the cause. As soon as we are been able to communicate ith them through the borrow hole we will let you know. We plan on keeping you as informed as possible.

We do not yet have confirmation on the exact state of the well being of the workers; however, I can assure you that we have hundreds of personnel working around the clock to get some kind of communication from the men. Until further notice, all other project and operations are going to be put on hold, so we are able to give our full attention to rescuing our 33 coworkers that are trapped in the mine, this will mean that all employees have been excused from work with pay.

I can ensure you all that we are giving our all. " In conclusion, it is important to be sensitive with communication such as this. You need to be sure to know who your audience is so you don't come across as being heartless. When it comes to communicating to a group of people that you don't personally know, you need to make sure your information is accurate and up to date and that your source is credible. Reference

Over 30 Workers Trapped After Chilean Copper Mine Collapse. (2010, August). Metal Bulletin Daily, (224), 65. Business Source Complete. Parry, W. (2010). Chile Mine Collapse: Facts About the Amazing Survival Story. Retrieved from <http://www.livescience.com/11169-chile-collapse-facts-amazing-survival-story.html> Chile Mining Accident. (2010). Retrieved from http://topics.nytimes.com/top/reference/timestopics/subjects/c/chile_mining_accident_2010/index.html