



TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

Toronto Star reported that it spoke with EB Games employees who claim they were lacking support due to back-ordered sanitizing products and were asked in an internal email to purchase the items themselves and expense it. Another group of employees at an Oakville location simply refused to go to work for the releases as it would put themselves and others in danger.

- A.** Should employees reserve the legal right to stay home if their employer does not provide them with the proper supplies to safeguard themselves?
- B.** When employees speak to media about a company or organization, is it their legal right or should it be considered a breach of confidentiality?
- C.** How should EB Games have tailored its communications to the public during the COVID-19 pandemic?
- D.** How should internal communications be handled during a crisis when employees are refusing to show up for work for safety reasons?
- E.** How should the company have communicated the store closure to the public that was lining up and waiting for the game release?



TEACHING NOTES

QUESTION 2

GameStop (NYSE: GME), was caught up in its own public outrage for several mishaps from the company's directives. On March 16, GME stocks closed at \$4.37USD and continued to decline reaching \$2.80 USD on Friday April 3rd. Stocks proceeded to increase steadily despite the continued social-distancing measures due to COVID-19 even reaching \$5.95USD by close on April 14th.

- A.** If the company was suffering from negative media attention and outrage from its publics in multiple countries, what prompted the stock price to begin climbing before social distancing measures were lifted?
- B.** Throughout the company's missteps covered in this case study, what information (if any?) should've been communicated to internal stakeholders?
- C.** What information should a PR professional consider when communicating about a client's international subsidiary? Should they communicate with stakeholders about it at all?