

PUSATERI'S

FINE FOODS

TEACHING NOTES

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

QUESTION 1

Based on the social media response from Pusateri's, is locking a platform or disabling comments ever acceptable from a PR perspective? Why or why not?

QUESTION 2

Regardless of whether you believe this was a legitimate oversight, do you believe that the oversight was communicated effectively?

- A. Were there any missed opportunities for addressing the oversight?
- B. What could Pusateri's have done differently?

QUESTION 3

As a communications professional, pretend that the CEO of your company has just told you that the pandemic is creating supply in demand and they are increasing the price of an essential product. You disagree and want to explain the potential harm this could do to your CEO, who appears to be ignoring the risk. How would you communicate your concern?

- A. What information or facts do you think are essential to help the CEO understand your perspective?
- B. Once the story gained momentum in the media, how would you tailor your communications to any stakeholders (internal or external)?