



# CELEBRITY BACKLASH TEACHING NOTES

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

## QUESTION 1

From a communications perspective, what elements need to be included in a public apology? Why?

## QUESTION 2

Are there ever times when, from a business standpoint, an apology will hurt a brand more than the original offense? Why or why not?

## QUESTION 3

When consulting with a client or a brand, does your advice change when crafting an apology or response from an organization versus a personality? Why or why not?

## QUESTION 4

Should the personal statements of a celebrity null and void any endorsement contracts? Why or why not? What types of incidents should allow an organization to terminate a partnership?

## QUESTION 5

If you were managing a celebrity or an organization and problematic comments were made on a public platform, how would you alter your plans going forward?