



TEACHING NOTES

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

QUESTION 1

Did Lysol and Clorox have an obligation to comment on the President's remarks? Why or why not?

QUESTION 2

What factors would you consider as a company to help determine whether or not you are obligated to comment when a prominent figure makes comments that are linked to your sector/industry? What would be a valid reason to not comment?

QUESTION 3

Imagine you are a part of the communications team at Lysol or Clorox. Write a one page email, with three supporting arguments, urging your management team to address the President's comments. Use past examples where companies have failed/succeeded or statistics to support your claim.

QUESTION 4

Did Lysol and Clorox use the proper language and include the necessary information when addressing the public? Why or why not?

QUESTION 5

Some comments on Twitter criticized the companies for contributing to fake news and twisting the president's words. Was this true? Why or why not?