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COM 316: Public Relations Writing

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### Contaminated Crayon Issue

The recent discovery of our contaminated crayons in a large shipment from our Pennsylvania factory presents an alarming issue that should be handled immediately. The shipment of toxic crayons were delivered January 23 and dispersed to various Walmart Inc. stores across the state of North Carolina. An investigation has been initiated to determine what could have caused this contamination, however, our most important task at hand is to care for any potentially affected key publics. We must alert all North Carolinian Walmarts to issue a recall statement, in order to most efficiently cease the sales of the contaminated product. In addition, to account for any crayons that may already be in the hands of consumers, we will want to alert students, parents and small children that could be affected by this issue. The timeliness of these alerts are of the utmost importance in getting these crayons out of stores, schools and homes. We are thankful to have caught this issue a mere five days after delivering the products, and believe that if dealt with effectively we can prevent the products from causing any issues in consumers' health. Our public relations team will need to begin collecting contacts for as many North Carolinian news outlets as possible, as well as school systems to assure that all affected parties will be notified of this issue. We want to act swiftly, be fully transparent and protect the trusted Crayola name.

According to a demographic report, Crayola products are most frequently purchased by adults that are 35-44 years old, with the next highest age group of customers being 25-34. It can

be reasonably deduced that these two age groups contain mostly parents buying the products for their children. The same report details that Crayola consumers most frequently shop at dollar and “mass” stores. Although this shipment did not affect dollar stores, Walmart is considered to be a mass store, meaning that a large amount of crayons may have been bought already. This reinforces the need to act swiftly and alert as many outlets as possible.

In order to get to as many of our key publics as possible, we want to reach out to news outlets across the state of North Carolina, by giving them press releases which have the potential to be aired on their shows and published in their papers, given the relevance and timeliness of this story. We also want to reach out to North Carolina’s school systems with press releases, which will give them the opportunity to disperse the news to their principals, teachers and parents who will be able to make sure these crayons do not get into the wrong hands. Reaching out to local news stations and school systems will help us to reach as many North Carolinian families as possible. Finally, we will want to share this issue on our company’s Facebook account, which has the most followers across our media outlets. This will help us to contact parents who may not have children in public school systems, to be transparent about the issue, and avoid being misconstrued by other sources.