

From: John R. Rozean – Chief Public Relations Officer #JROspace
To: Del Monte Leadership
Subject: Gala Apple Fruit Recall Communication Campaign
August 15, 2017

Re: Justification of communication choices

PURPOSE

Justification of choices regarding the three communication pieces put forth by this office regarding the Gala Apple recall is necessary in response to concerns that have arisen from Del Monte leadership. I feel that the choices made are correct in message delivery from standpoints including ethical, theoretical, best practices, and design. This memo will provide the rationale for these choices and will provide a framework of justification, as well as outline the revisions made to accommodate the concerns of leadership.

INFOGRAPHIC

Overwhelmingly, Del Monte has an ethical obligation to communicate the health concerns about the possibility of Listeria infection occurring within some of its products. While the infographic has as its audience traditional media, one has to consider that the end user of traditional media is the general public. The infographic was designed to focus on the information most likely sought by this audience – that is, how many products were possibly infected, what specific products were possibly infected, and to where they were distributed. Graphic size was used to indicate the significance of the distributed locations. This contrast in size may be perceived as putting more importance toward certain Del Monte partners; however, I do not agree. I feel that the size is indicative of the quantity distributed not importance. Yet, considerations about the use of percentages was taken into account. The percentages were

changed to indicate the total number of products distributed with the infection as opposed to the percentage of the total products.

Color choice was a concern in the first versions of this infographic; however, modifications were made to accommodate for these concerns. Originally, the colors appeared to be overly positive. A yellow caution boarder was added along with a more predominant use of the color red to indicate the ethical obligation to warn the audience of the seriousness of the recall. In the end, the final product communicates clearly the issues at hand.

EMPLOYEE PRESENTATION

Ethically speaking, corporations have an obligation to keep stakeholders informed when bad news happens. The presentation was designed to be an internal communication that does just that. The very serious concerns surrounding the possibility of Listeriosis infection was not sugar coated in an attempt to honor this ethical mandate.

In the original version of this presentation, the call to action mainly revolved around keeping employees informed of the recall. Additional considerations about how the Del Monte brand handled the situation as well as more emphasis being placed on the employees valued responsibilities during the recall and a focus on how to improve Del Monte operations, and future analogous situations, was incorporated into the latest presentation version. In addition, the original version did not make use of images adequately and the latest versions takes more advantage of visuals to communicate key concepts to the audience – specifically demonstrating the vulnerable populations.

VIDEO PITCH

In the original video, the hotline and contact information were placed in the very first seconds of the video, prior to mentioning the fact that no illnesses have been reported and the steps taken to correct the problem. There was concern that this placement might cause some panic and result in unnecessary calls to the hotline and contact email. The script was adjusted to place the contact information after the CEO points out that no illnesses have been reported to date – signifying that the crisis is being handled and steps are being taken to correct the error.

Overall, the video product is well drafted and simultaneously maintains the Del Monte reputation while owning up to the mistake and outlines the procedures in place to correct the issue. The video highlights the personal appeal of Del Monte by putting faces associated with the brand.

CONCLUSIONS

It is important to restate that these products were first drafts and that leadership concerns have been implemented into the products to ensure that the company is speaking with one voice on the issue in sync with the Del Monte brand.

Very Respectfully,

John Rozean

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