

## **1. BAD BEEF**

### **Email:**

Dear Boss:

I'm sure you've been informed of the Ames location incident. To cut straight to the chase, I think that transparency is the best path to take here in regard to the nature of the statement we should put out. Being vague and uninformative would only convince our customers that we're hiding more than they've already found out.

Therefore, we inform rope all customers in on what we've been doing to protect them from any further plastic contamination – or contamination in general – and the steps we're taking to avoid it from happening again. As always, honesty is the best policy. We will sandwich this information with a reminder of why they care so much about this incident in the first place: Taco Bell has always been a reliable and enjoyable restaurant for their “taco hankerings.”

Regards,

Taylor Renée Horne

### **Statement:**

We at Taco Bell understand that we're a default choice for our loyal customers when they want to satisfy their hankering for tacos in a pinch. That's why when we caught word of the plastic found in some tacos at our location in Ames, Iowa, we were dismayed.

We take things like this seriously and understand that this must've been unpleasant for the customer. So, we've taken action by looking into our beef supplier and shifting suppliers in the meantime. We're also looking into the Ames location to make sure that it's following all safety rules.

What matters is that, thankfully, no one was hurt. This was only one of our thousands of restaurants that work to serve you safe, clean food, and they will continue to. To ensure the well-being of everyone, there might be some lag in production for the reasons mentioned above. We apologize in advance for this, but we promise it's only happening to make sure this won't happen again.

Thanks for your understanding,

The Taco Bell Team

**2. DR. NO**

**Email:**

Dear Congressman Ritter:

I understand your concerns pertaining to the recently proposed legislation and support your zeal. You make many good points. I would be a bit more neutral with your verbiage; you can't fight fire with fire.

Your opposition could inflate the negativity you give them and potentially use your words against you. Being more intentional with your words is key; don't resort to identifiers, but rather facts or insight. I've included a potential statement that uses this strategy.

Regards,

Taylor Renée Horne

**Statement (*What should he say publicly?* = Ritter's *POV*):**

The environment is something that I take active time to appreciate. From camping in the vast wilderness to hiking through the valleys of America's national parks, I've become very acquainted with the balance between man and nature.

Energy independence is also a priority of mine. To ensure that the United States can remain economically self-sufficient, mining is an important industry that helps support this goal. These are also the jobs of men and women who know our country's landscape better than most of us, and they deserve to keep on working hard to support their families. This is why I'm voting to support the continuation of surface mining.

I believe that the preservation of our country's natural beauty and its self-sustaining economy can both exist in a healthy balance.

As always, I encourage you, my constituents, to keep writing to me. I always want to be the most informed on these matters so I can make the most educated voting decisions.

Thank you for your support,

Congressman Ritter

### **3. DISRUPTIVE CHANGE**

#### **Email:**

Dear Boss:

It's important that we inform our passengers in an enthusiastic way of the new fleet of planes that are going to be introduced this fall. The key lies in making them aware of the potential implications to come as a result without painting it negatively.

I think the most effective way of going about this is to spend most of our time explaining the new features of the updated fleet and why they should be excited to be flying on them in the future. This also helps incentivize future flights with us as opposed to the competition.

We can't keep them in the dark. However, we can set up this announcement in a way that shares our eagerness for this new fleet. See the draft I've written up for you to review.

Best,

Taylor Renée Horne

#### **Statement:**

American Airlines is pleased to announce our plans to purchase a new fleet of commercial planes.

These new planes will be more comfortable and more efficient in getting you where you need to go while being more considerate and conscious of carbon emissions and fuel usage. The updated jets will also reduce delays and cancellations due to their newest technology that keeps them running smoothly.

We will begin to introduce these new planes this coming November, in conjunction with the phasing out of the previous planes. We appreciate your patience in advance as we undergo this update, as we are confident it will improve your flying experiences with us in the future.

We hope you're just as excited about this new update as we are.

American Airlines Team

#### **4. SETTLING FOR SECOND BEST**

**Email:**

Dear Chairman \_\_\_\_:

I can understand the potential implications of the circumstances, but we think Executive VP \_\_\_\_ can bring a great perspective to the guests of the event. This is the approach we should take when it comes to telling our guests, which we think should come from us.

His experience with the company is unparalleled, and we should bring attention to this not only in the statement announcing his attendance but also in the speech he delivers. We think the best strategy is to tell our guests this in a way that's bringing something exciting to the table instead of something that's seen as a loss. Last but not least, it's pertinent to express gratitude for their attendance regardless of the speaker, because we still want them there.

Here's an idea of what we're thinking about saying; have a look at it when you have a chance. We want to make sure we're approaching your absence in a way that you see fit.

Best,

Taylor Renée Horne  
Communications manager

**Statement:**

As the sales event for next week approaches, we know you're just as enthusiastic as we are. We thought we would loop you in on a new development: Executive Vice President \_\_\_\_ will be speaking that evening on the company's future plans.

\_\_\_\_ has an incredible track record with Asher Enterprises, as he was present for its very inception. His insight is what has contributed to the success of Asher Inc. for all of these years, and likely will be a reason for the future success of our company.

While Chairman \_\_\_\_ is disappointed he won't be able to attend this time, he looks forward to seeing everyone at our next sales event in four months.

VP \_\_\_\_, along with the rest of us at Asher Inc., are hoping to see you all there.

Asher Enterprises

## **5. FORD MOTORS CUTS BACK**

### **Email:**

Dear Boss:

While financial circumstances are dire and certainly not ideal, we needn't let our patronage know about the extent of the losses. We are simply adapting to the ebbing and flowing of the industry, and this requires necessary changes in order to ensure the future success of the company, to keep us in "the game," for the sake of our stakeholders.

As always, we should focus on the positive instead of the negative. While the aforementioned has good implications by itself, we should also address worries directly and ensure that there is no threat to the company's stability or well-being.

Let me know what you think of this draft that the team and I have come up with, or if you think we should add anything.

Taylor Renée Horne  
Vice President of Communications

### **Statement:**

At Ford Motors, we know that one of the things that set us apart is our long, spirited history spanning over a century and our origins of pioneering the auto industry. We intend to keep making meaningful contributions, as we always have, for many years to come.

The world is changing, and Ford has found new opportunities in different sectors that we wholeheartedly believe could make a meaningful impact in the industry. This means shifting our attention from one area to another, and we believe that the future lies in electric vehicles.

To continue our innovation, we are adapting by reinvesting the manufacturing costs that have gone into the production of our two mid-size models, the \_\_\_\_ and the \_\_\_\_, and instead focusing more funding on electric battery research. We are very hopeful that this adjustment will pave the way yet again, this time in the area of EVs. This means we're making the hard decision to close down a few factories, resulting in some layoffs.

We always consider our shareholders and all clientele when it comes to these decisions, and we've made sure that this is the best thing that we could do to continue serving you.

Thank you for your continued loyalty,  
Ford Motors

## **6. HONEY, I SHRUNK THE EVENT**

### **Email:**

Dear Boss:

This sales event, I believe, has the potential to be just as fulfilling and exciting as the previous few. After all, it's not the flashy giveaways that took this company to its success; it's the people that worked hard in it, so that's what we will continue to do.

Our guests still deserve a meaningful experience, and they will still receive that. So let's focus our efforts on reminding everyone why we do what we do, with passion. It's not the flashy prizes and dinner that matter. It's the connection, and we're able to do that in an unprecedented way with modern digital technology. So let's remind them all of that.

Taylor Renée Horne  
Internal Communication Director

### **Statement:**

Above all else, it's important to us that we're all able to meaningfully contribute to this community of supporting women. For this year's event, we're doing things a little differently: we're holding the event online, in order to expand our horizons.

For the next sales event this summer, we're able to get perspectives from all sides of Tomboy Tools by having staff from many departments speak to guests online via Skype, including the chairman herself – meaning no travel costs, so that anyone can attend. In addition, we've invited important figures in the industry from around the world to give presentations – an opportunity that we haven't had before – in order to provide fresh perspectives on how we can expand.

We will also show new product releases for this year, along with the announcement of an upcoming trip. Lastly, we'll be holding a raffle, where the winner will get a vacation to New York City.

We're incredibly thankful for those of you who continue to remain loyal and supportive of Tomboy Tools and our vision, and we're optimistic about all of what's to come.

See you this summer!

Tomboy Tools Team

**7. KIDS AT RISK**

**Email:**

Dear Principal \_\_\_\_ :

While the water fountain situation isn't ideal, the way we approached it and handled it is the best-case scenario. We have nothing to hide, so we should relay the facts as we know them.

The attached statement is written with very neutral, unassuming language, in order to combat any worry that parents or faculty may have – because really, there isn't anything to worry about. Do let me know if there is any other information I should include, so the recipients get the full picture.

Regards,

Taylor Renée Horne  
Communication and Public Relations Director

**Statement:**

On \_\_\_\_\_, \_\_\_\_\_, our routine testing of the drinking fountains revealed that one of them showed traces of lead. The moment we caught it, we shut down all drinking fountains and reported it to the Texas Health Agency. As of right now, we are preparing to repipe the water line for the entire school to ensure that there is no danger of dated pipes that could be contributing to this.

In the meantime, we are providing students with complimentary bottled water in place of the fountains for their own health and safety. Once the pipes have been replaced, we will reconduct thorough testing of the quality of the water before we decide that it is safe for students to drink again.

Let me ensure you that there is no reason for parents to be worried. These tests on the drinking water are conducted regularly, so we caught it as soon as the traces started showing up. The brand-new pipes are proactive measures to guarantee that this won't happen again.

If there are any questions or concerns, please reach out to me at any time.

Principal \_\_\_\_\_  
Moosehead High School

## **8. QUESTIONABLE HUMOR**

### **Email:**

Dear Boss:

While you're right in that we needn't be too concerned with an audience we don't have too much sway in as far as revenue goes, the communication team thinks it's best if we extend more consideration toward that demographic.

Optics are important, and while the gluten-free vegan crowd may not exclusively be dining with us, they may have friends who are, and that can turn people off from our brand. If an ad turns people away from us rather than toward us, it is an ineffective ad. This is a chance to redeem ourselves, and we should take it.

Find attached the statement that checks all the boxes, written mindfully with customers of different diets or lifestyles in consideration. Let me know what you think.

Best,

Taylor Renée Horne  
Communication Director

### **Statement:**

While we at Buffalo Wild Wings are known for our tasty wings, we likewise offer a diverse menu that accommodates a number of lifestyles. The ad shown in Columbia isn't reflective of this sentiment.

We recognize this, and we apologize for the ad's insensitivity. We aim to be a restaurant where everyone can come together, and we will take this opportunity to work on how we can be more inclusive of different dietary lifestyles and be more attentive to medical needs. Our guests' health is prioritized above all else, and wings come second.

Don't worry, there's more for our vegan guests to enjoy than mere carrots and water; we make sure of that!

Buffalo Wild Wings