

# Exhibit 68

# Goals for CPSC Recall Press Releases

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**Communications**

*This presentation has not been  
reviewed or approved by the Commission and may not reflect its views.*

## **What helps a recall to be more effective?**

- **Simple, easy-to-understand recall communication for consumers**
- **Direct contact by the firm with the purchaser**
- **Phone call, email, letter from firm to a consumer spurs action**

## What helps a recall to be more effective?

- **Media stories & social media mentions**
- **Multiple communication channels**
- **Multiple times**



**CPSC works with companies to  
write, post and distribute more  
than 300 recall press releases every  
year.**

## Two Types

Recall Press Releases – the firm does not have contact for most purchasers

Media assistance is very important

Recall Alerts –if the firm can contact all purchasers

With direct notification, media assistance is not as important

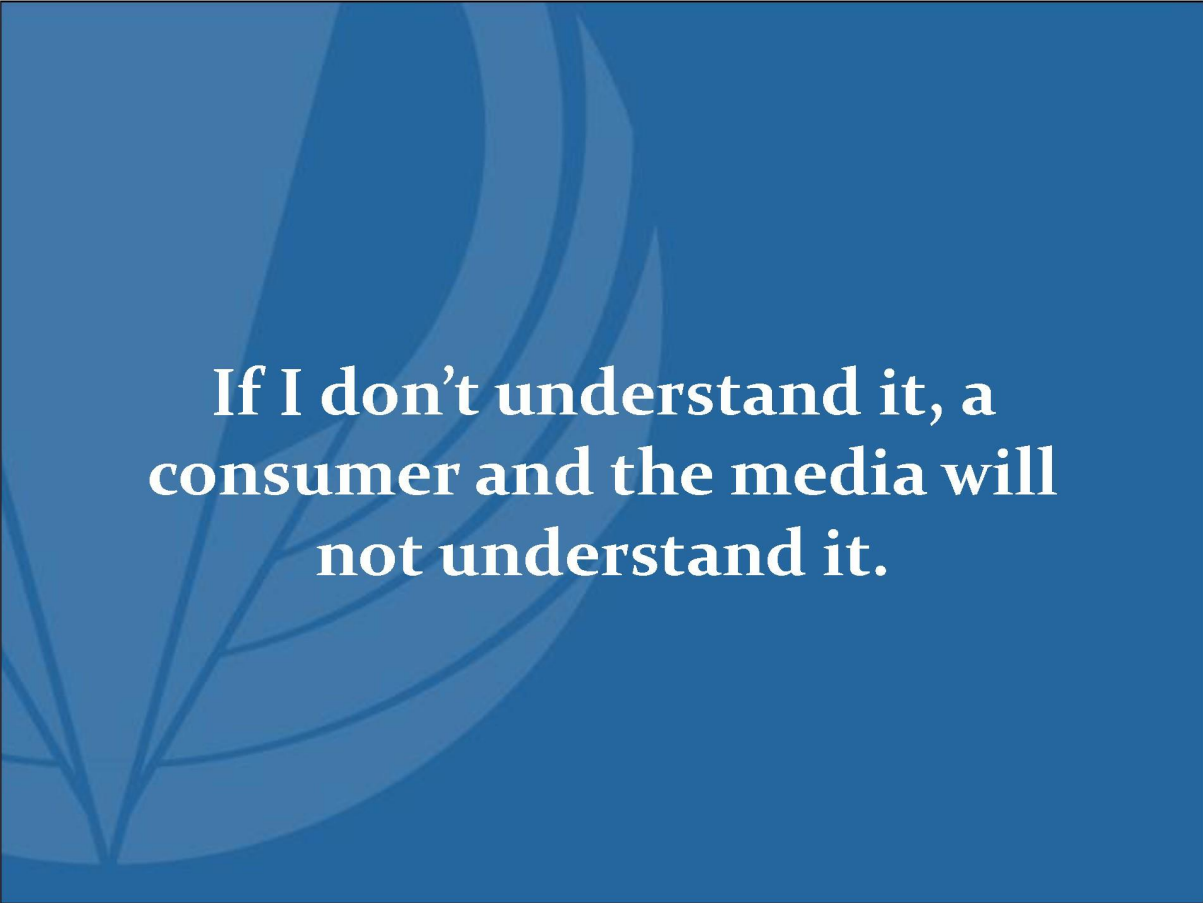


**Goal = Communicate in a way  
that spurs consumer action**

## How do we do that? OCM guidelines:

- Plain language in recall releases
- Be clear
- Avoid legal language or jargon
- Put the hazard in terms the average person can understand
- Short and concise sentences





**If I don't understand it, a  
consumer and the media will  
not understand it.**

**Sample Headline:**

**Johnson Company Incorporated Recalls  
R364415 and L441622 Model Red/Green  
and Blue/Orange Beaded Children's  
Bracelets Due to Potential for the Risk of  
Choking**

**Simplified Sample Headline:**

**Johnson Company Recalls Children's  
Bracelets Due to Choking Hazard**

# **Recall Press Releases**

## **OCM uses AP style**

**This is used in newsrooms across the country.**

**Purpose is to promote uniformity for ease of reading and a common understanding.**

**Inverted pyramid style: Start broad and simple at the top and get more detailed toward the bottom.**

**You have seconds to hook the reader. If you do not communicate simply at the top, they won't pay attention.**

**Recall release should answer basic questions:**

**Who is the recalling company?**

**What is the product?**

**What is the hazard?**

**What is the remedy?**

**Who should consumers contact?**

Remedy

**Is it a refund, repair or  
replacement?  
Give consumers an easy way to  
reach the firm to get their  
remedy.**

# CPSC Social Media

Facebook  
Instagram  
Twitter  
YouTube  
Flickr  
Google+  
Slideshare





## **CPSC Social Media**

**Used to:**

**Communicate product recalls**  
**Share safety messaging**  
**Answer consumer questions**

## CPSC Social Media

**CPSC product recall social media includes:**

**#Recall**

**Tagged company Twitter/Facebook account  
(if available)**

**Name of product**

**Hazard**

**Remedy**

**Company Contact Information (Facebook,  
Instagram)**

**Link to recall page on CPSC.gov**

## CPSC Social Media

### CPSC Twitter @USCPSC




# CPSC Social Media

**CPSC encourages companies to use all means of communication possible to contact consumers about a recalled product. Social media is no exception.**

**IKEA USA**  
June 28 · 🌐

At IKEA, we want to help create a better life for our customers, and a safe home for families. As part of our efforts to address the danger of tip-over accidents, we're recalling certain MALM and other chests and dressers sold through June 2016. Click here to find more information, along with a full list of recalled products: <http://bit.ly/292gQge>

Customers who have these products should return them to IKEA stores for a full refund or anchor to the wall with our free wall-anchoring kits.



**IKEA Recalls MALM and Other Models of Chests and Dressers**  
IKEA Recalls MALM and Other Models of Chests and Dressers  
IKEA.COM

👍 Like    💬 Comment    ➦ Share

👥 845    Top Comments ▾

4,134 shares    2K Comments

**Cabela's** @Cabelas · Oct 20

Cabela's is voluntarily recalling the 80 & 160 Liter Commercial Grade Food Dehydrators. For further info: [bit.ly/2eV4bgq](http://bit.ly/2eV4bgq) @USCPSC



Model #541650

Model #541649

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# **CPSC Tools to Amplify the Recall Message:**

**CPSC recall listserv  
Media pitching/interviews/b-roll  
Social media posts  
YouTube videos**

The CPSC will accept written comments on this topic until August 11, 2017.  
Please submit any written comments to [JFWilliams@cpsc.gov](mailto:JFWilliams@cpsc.gov)