Exhibit 68
Goals for CPSC Recall Press Releases

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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

You Tube
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

#Recall: @Kikkerland teapots w/bamboo stands; votive stand can catch fire; get your refund bit.ly/2RfYsb

Recall: Defective wiring in @Cabelas food dehydrators can pose a fire hazard; get your refund or free replacement bit.ly/2e4rGBj
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 Recalls MALM and Other Models of Chests and Dressers
IKEA recalls MALM and other models of chest and dressers
IKEA.COM

Cabela's is voluntarily recalling the 80 &100 Liter Commercial Grade Food Dehydrators. For further info: bit.ly/2wV4boq @USCPSC

Model 5611590

IKEA USA
JUNE 28, 2016

IKEA, we want to help create a better life for our customers, and a safer 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/2016lw

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.
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