

Exhibit 68

Goals for CPSC Recall Press Releases

July 25, 2017

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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**

A stylized, light blue leaf graphic is positioned on the left side of the slide, partially overlapping the text. The leaf has a central vein and several smaller veins branching off, creating a fan-like shape.

**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

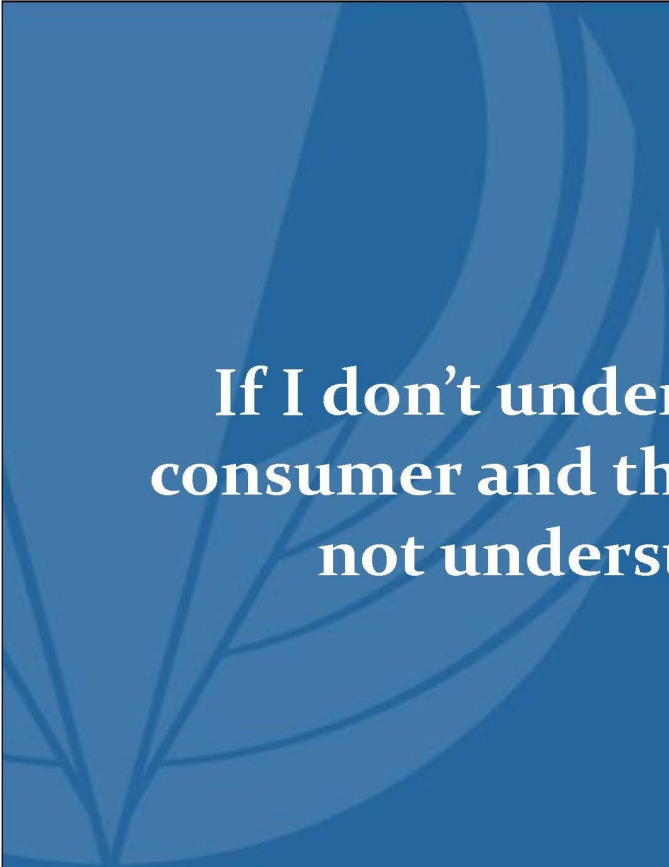
With direct notification, media assistance is not as important

A stylized blue leaf graphic is positioned on the left side of the slide, partially overlapping the text. The leaf is composed of several curved, overlapping segments, creating a sense of depth and movement. The color is a deep blue, matching the background.

**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

A stylized graphic of a blue leaf or fan-like shape, composed of several overlapping curved segments, positioned on the left side of the slide.

**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

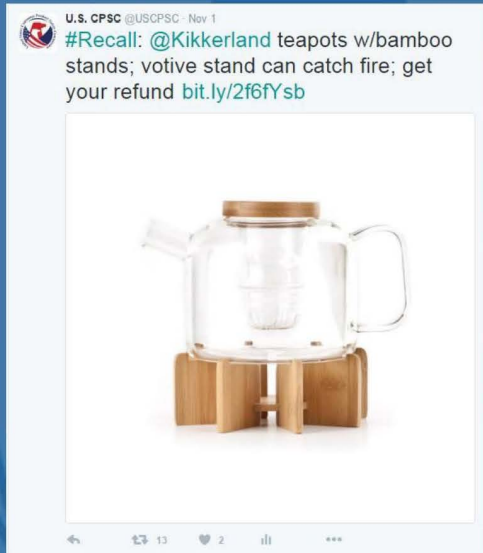
Remedy

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

Link to recall page on CPSC.gov

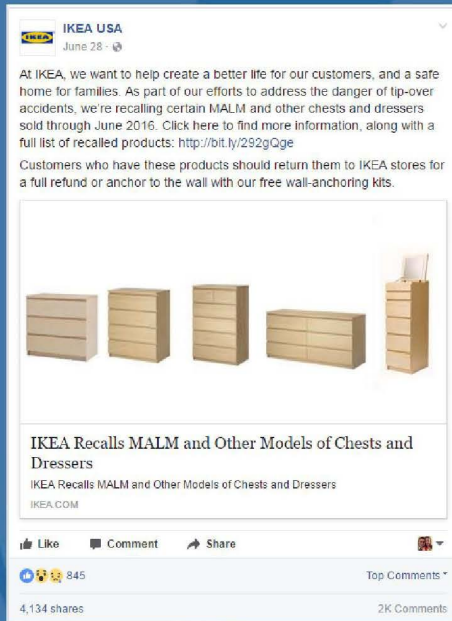
CPSC Social Media

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.



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