

THERE'S A CRISIS! WE NEED YOU!

You are the Social Media Manager at JC Penney's. "Several customers have taken to the Web to complain about a JCPenney billboard that's next to the 405 Freeway in Culver City," reported the Without A Net blog at member station KPCC Tuesday. "The problem: It kind of looks like Hitler." (Chappell). As the PR specialist, what do you do?



Lisa Lampanelli @LisaLampanelli · 30 May 2013

JC Penney billboard promotes **tea kettle** that resembles **Hitler**. "I'm a little teapot short & stout, this is my Fuhrer, this is my Kraut!"

32 126 81

Please tell me someone else has seen the JC Penny billboard with the Hitler teapot on it

I was driving South on the 405 tonight, and I just happened to look North towards Culver City around La Cienega and totally saw Hitler. <http://i.imgur.com/gHoG0jv.jpg>

Then I did a double take, and realized that it was just a teapot with a really distinct handle shape. <http://i.imgur.com/gVQuvE3.jpg>

I've been scouring Google image search, but I can't find anything. It looks way more like Hitler on the billboard than it does on my drawing. Please someone tell me you saw this too.

★★★★☆ 4 out of 5

4 out of 5

Schmaltzer
from Brooklyn, NY
Age: 50-60
Gender: Male
How often do you shop at JCPenney? Occasionally

Mein Tea Kettle

May 28, 2013

It boils water faster than any other kettle I have owned.

Pros Stainless steel is easy to clean

Cons Looks like Hitler

Quality

Value

Meets Expectations

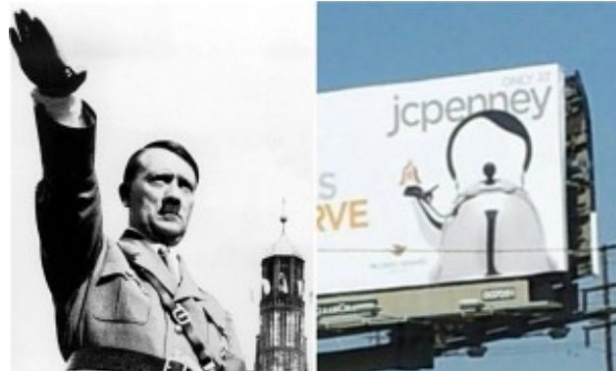
Durability



Patton Oswalt @pattonoswalt · May 28, 2013

Well JC Penney, get ready to sell a SHITLOAD of these teakettles to a lot of ironic hipsters:

Kettle that looks like Hitler brews trouble for JCPenney



<https://www.npr.org/sections/thetwo-way/2013/05/29/187054424/tempest-over-a-teapot-jc-penney-removes-hitler-billboard>

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You represent Laremy Tunsil, who is entering the 2016 NFL Draft. Ten minutes before the draft, a video of Tunsil wearing a gas mask and smoking a substance from a bong appears on his Twitter profile (wikipedia). As his PR specialist, what do you do?



<http://www.sportingnews.com/us/nfl/news/laremy-tunsil-gas-mask-agent-texts-ole-miss-scandal-crisis-pr-response/9j8b1gw0hm519msose4wf9q9>

https://en.wikipedia.org/wiki/Laremy_Tunsil

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Southwest Airlines has a massive technology failure rendering huge portions of their computer systems inoperable for more than 12 hours. To get back on track, the airline cancelled nearly 2,000 flights causing a four-day tsunami of customer frustration. You are NOT able to communicate through your main Southwest website.

As the PR specialist, what do you do?



<https://www.convinceandconvert.com/social-media-case-studies/6-unforgettable-lessons-from-southwest-airlines-social-media-crisis/>