

Crisis Communications

International Manufacturer

Challenge: To increase the employee diversity of a major Wisconsin company, a manufacturer of an internationally known consumer product, who faced a serious lawsuit from the Equal Employment Opportunity Commission (EEOC). The impetus for the complaint was a series of negative internal employee communications regarding diversity issues. The NAACP threatened to take the issue to court. A large public issue would hurt the image and extremely positive world-wide reputation of the publicly-held company.

Target: Company employees, the NAACP and the Hispanic Chamber of Commerce.

Solution: In addition to our work with the company's crisis management team, Bottom Line staff worked with the NAACP and Hispanic Chamber of Commerce to help the company establish a diversity program that improved employee relations. Additionally, we worked with company officials to establish a community relations program that was designed to strengthen ties and improve communication with the minority community.

Outcome: The company has established more positive relationships among employees, with minority audiences and with the community at large. This investment strengthened the company's ability to deal with any future controversies.