

To: Kyte Baby Executive Leadership Team and CEO Ying Liu
From: Crisis Communications Consultant

I am looking forward to working closely with each of you to help Kyte Baby navigate this crisis and rebuild the trust that defines your relationship with parents and families. The current situation presents a serious reputational challenge but also an opportunity to realign the company with its founding values of empathy, care, and family support.

Scene Setting

A Kyte Baby employee who had recently adopted a prematurely born infant requested to work remotely while the baby was in NICU. Her request was denied and, shortly thereafter, she was terminated. The employee's wife recorded and posted a video describing the situation on TikTok.

This video is being viewed, shared, and commented on across social media platforms. Influencers and parenting groups are beginning to flag the post and discuss the implications; a broader social conversation is forming around whether a baby-focused brand should have treated a NICU parent this way.

Within hours of the video circulating, mainstream outlets began to monitor and report on the story. National outlets, including The Washington Post, NYT, and ABC/CNN, as well as lifestyle outlets (e.g., People), are tracking the situation and publishing early coverage. That coverage amplifies reach beyond social networks and signals that the issue may escalate into a broader reputational damage.

Because this narrative directly ties to Kyte Baby's core promise to parents, risks are high, which could result in rapid grassroots boycott calls, a fast erosion of trust among core customers, heightened internal concern among employees, and intensified scrutiny of HR/leave policies. Early mainstream coverage increases the odds that the conversation will broaden beyond parenting communities.

Strategic Recommendations

- Immediate, authentic corrective action that upholds accountability. Publicly acknowledge the mistake, explain what will change quickly, and show accountability at the decision-maker level (without shifting blame to the employee).
- Demonstrate empathy and human-centered leadership. Rebuild trust by centering affected individuals (the employee and parents in NICU situations), showing genuine contrition, and committing to people-first policy fixes.
- Operational transparency and policy change. Announce specific, verifiable changes to parental-leave and remote-work policies and set a timeline for implementation and third-party verification where feasible.
- Stakeholder-specific two-way communication. Prioritize employees and loyal customers first.
- Reputation repair through visible investments and advocacy. Go beyond statements: fund or partner with NICU/family support organizations, offer extended benefits, and lead on parental leave advocacy as a core brand value.

Tactical recommendations

1. CEO-led long-form video statement: An emotionally sincere video posted on the company website, LinkedIn, Instagram and pinned to TikTok and X. The CEO should: (a) take responsibility for the poor decision, (b) say what happened plainly, (c) announce immediate personnel/HR review and policy changes, (d) explain steps for remediation for the affected employee.

2. Independent HR audit & third-party verification: Hire a respected independent HR/legal firm to audit parental-leave and remote-work policies and publish summary findings and recommended changes. Commit to implementing recommendations and publish a timeline.
3. Direct outreach to the employee: Offer a private restorative conversation (mediated), meaningful compensation, and public support for adoption/NICU expenses if acceptable to the family. If the family consents, publish a joint statement about the resolution.
4. Immediate temporary policy update: While audit runs, implement an interim policy: any parent (biological/adoptive/foster) with a NICU or medical caregiving need may request paid remote work or extended leave for X weeks with an expedited approval path. Publish the policy and internal guidance immediately. Rationale: quick, tangible fixes show action while systemic fixes are implemented.
5. Influencer/parent community engagement: Arrange small, private briefings with parenting influencers and advocacy orgs (e.g., NICU family groups, paid-leave advocates), answer questions, and solicit their input on policy design.
6. Partnerships & donations: Commit to an ongoing partnership with a NICU family support organization. Announce a multi-year commitment publicly.
- 7.

Stakeholders

Kyte Baby's key stakeholders each require focused attention because the crisis directly affects their trust and relationship with the brand. Customers — especially parents and caregivers — are the company's core audience and feel personally betrayed by how a parenting-focused brand treated a NICU parent; restoring their confidence is essential to preserving sales and long-term loyalty. Employees need

reassurance and transparency to rebuild morale and trust in leadership; without it, internal dissatisfaction could spread and damage culture. Parenting influencers and advocacy groups hold significant sway in shaping public sentiment — their voices can either fuel ongoing outrage or help validate Kyte Baby's corrective actions if they are engaged authentically. Retail partners and distributors must be kept informed to prevent pulled products or broken contracts, as their continued support stabilizes business operations. Media outlets, both local and national, are shaping the narrative for millions of consumers; maintaining open, honest communication with them is critical to ensuring accurate coverage and preventing misinformation. Finally, the broader community of adoptive and NICU parents deserves particular attention — this group embodies the values Kyte Baby claims to stand for, and meaningful outreach to them will demonstrate empathy and help reposition the company as a true ally to families in crisis.

Key Messages

1. Responsibility & remorse: “We made a terrible decision in how we handled this situation. We are deeply sorry to Marissa and to any parent who felt let down by us. We accept responsibility and will make meaningful changes to ensure this never happens again.”

This admits fault plainly and centers the harmed person. It’s meant to stop speculation about avoidance or blame-shifting, show genuine empathy, and commit to corrective action .

2. Corrective action & transparency: “We are immediately revising our policies to better support all parents — biological, adoptive and foster — and have retained an independent HR auditor to review our practices. We will publish the audit summary and a clear implementation timeline.”

This conveys concrete steps, not just apologies like immediate policy change, outside verification, and a promise to make findings public. It reduces uncertainty by giving a timeline and a third-party check, which

helps restore credibility and shows the company intends to be accountable and measurable.

3. Long-term commitment & advocacy: “Beyond fixing policies, Kyte Baby will partner with NICU family-support organizations and advocate for better workplace support for parents. We are committed to rebuilding trust through actions, not just words.”

This message signals that change is structural and ongoing and not a one-off fix. By pledging partnerships and public advocacy, the company aligns itself with the community it serves and demonstrates a longer horizon for rebuilding reputation, which attracts allies and helps repair brand positioning over time.

Media Response

We will avoid public back-and-forth as that fuels polarization and instead adopt a disciplined listening and distribution approach on social media, which is to monitor and log all mentions, not engage in comment-thread disputes, and use platform posts to drive audiences to the company’s hub where the full CEO statement, FAQ, and policy updates are running live. Short-form posts should feature plain-language links to the long-form content on our site and invite affected customers and employees to submit questions via a moderated form; any direct responses that require nuance will be handled privately via DMs or coordinated stakeholder outreach rather than public replies.

For news media, we will vet reporters for tone and audience and not appear for live interviews until we have concrete, verifiable actions to discuss. We will never answer “no comment”; when we decline an on-the-record sitdown we will offer a written statement, a background briefing with HR present, or an off-the-record conversation to provide context. Additionally, we’ll hold small, private briefings with parenting/NICU-focused outlets, relevant influencers and advocacy groups to build credibility and surface constructive feedback before returning to broader national interviews.

Paid and direct outreach will follow demonstrable action where once interim policies are announced and the independent audit is underway, we will run a narrow, targeted media buy emphasizing our corrective steps and community partnerships. All external outreach will point to the same FAQ and timeline, and answered by small set of trained spokespeople, and be tracked via specific metrics like social sentiment, FAQ traffic, influencer feedback, customer data to guide follow-up tactics and measure progress.

Reputation recovery

We will help Kyte Baby repair trust by owning the mistake and apologizing directly to the person who matters most, Marrisa. A short, plain-spoken apology from the CEO that names the harm, accepts responsibility, and outlines immediate fixes will show accountability and calm the most immediate outrage. That apology must be followed quickly by concrete steps (an interim parental-care policy, a private restorative meeting if the family agrees, and an independent HR review) so the public sees action, not just words.

After the apology, we will return the brand to its core promise, putting babies and families first. We will center communications and programs on that promise, publish a clear timeline for policy changes, launch a multi-year partnership with NICU support organizations, and create a parent advisory panel to help shape benefits. These moves remind customers why they trusted Kyte Baby: we're a company that stands with families during their hardest moments.

We will take back control of the narrative by consistently showing proof of progress rather than fighting online. That means steady, evidence-based updates, prioritized internal outreach to rebuild employee confidence, and targeted outreach to parenting media and influencers. Over time, measured transparency and meaningful investments in family support will re-anchor the brand around genuine care instead of a single error.