

MEMORANDUM

TO: All DiGiorno's Pizza Employees
FROM: Saquon Barkley, Chief Executive Officer
DATE: October 30, 2024
SUBJECT: Addressing the #WhyIStayed Twitter Incident

Dear Team,

I am writing to address the recent #WhyIStayed Twitter incident that has deeply affected our company's reputation and our relationship with the community. It is crucial that we confront this issue transparently and outline our commitment to making meaningful changes.

Overview

On September 8, our social media team launched a campaign using the #WhyIStayed hashtag. Regrettably, the campaign was executed insensitively, failing to consider the profound personal and societal implications related to abuse and violence. This oversight not only caused distress among those affected but also eroded the trust our customers and community place in DiGiorno's Pizza.

This incident highlights significant gaps in our content management and cultural sensitivity practices. It is clear that our approach did not align with our core values of empathy, respect, and integrity. As a result, we have faced backlash from both our customers and within our own team, leading to a pressing need for immediate and comprehensive action.

What to Expect Moving Forward

To rebuild our reputation and ensure such a lapse never occurs again, we are taking decisive steps. We have paused all current social media initiatives and are conducting a thorough review of our protocols to identify and address the failures that led to this incident. We are actively engaging with local community leaders and organizations that support survivors of abuse and violence to guide us in creating more respectful and meaningful content. Additionally, we are implementing comprehensive training programs for all employees, particularly those involved in content creation and social media management, to enhance cultural sensitivity and responsible communication.

Our social media policies are being updated to include stricter guidelines on content approval and crisis management, ensuring that all future communications reflect our values and respect our audience's experiences. We are also establishing open forums and feedback mechanisms to

address employee concerns and foster a supportive workplace environment. Furthermore, we are dedicating resources to support organizations that assist survivors and launching internal support initiatives to provide our employees with access to necessary resources and counseling services.

Rebuilding our reputation requires sustained effort and a genuine commitment to change. We are dedicated to learning from this incident and ensuring that DiGiorno's Pizza stands as a brand synonymous with integrity, compassion, and respect. I acknowledge the hard work and dedication each of you brings to our company, and it is through our collective efforts that we will navigate this challenging time and emerge stronger.

Thank you for your continued commitment to DiGiorno's Pizza. If you have any questions, concerns, or suggestions, please reach out to your managers or the Human Resources department.

Sincerely,

Saquon Barkley
Chief Executive Officer
DiGiorno's Pizza