This is an outline of the three-step writing process, which should apply to your analysis of a case study. Answer the case questions related to each step directly on this form. For the three-step process questions, you may use short phrases and sentences for your answers. Then add a page break, and write your response as directed in the case study and save the document as one file.

**Anthony Meunier**

1. **Plan**
   1. Analyze the Situation
      1. What is your general purpose?

To notify customers of Carter’s of a potential issue with a line of clothing. It is a PSA of sorts and will serve simply to inform customers.

* + 1. What is your specific purpose?

To let customers know the details regarding a small amount of complaints from tagless labels; specifically that the amount of complaints for products sold was miniscule and that it does in fact only apply to one product line. Customers will also be informed that if they have any issues they are free to return items for a full refund.

* + 1. Exactly what do you want your audience to think, feel or believe after receiving your message?

I want my audience to feel reassured and safe. I also want them to feel like they can trust Carter’s for past and future purchases. If the issue were more widespread Carter’s would take more steps to address the issue, but since it is so small I am letting customers know they don’t have anything to fear, but if they do feel unsafe they are still welcome to return items.

* + 1. Who is your primary audience?

My primary audience is the customers of Carter’s who visit the online website, specifically people who purchased tagless label clothing from the fall 2007 line.

* + 1. What is their background?

I can imagine that the primary audience is primarily parents since the case study mentions that children were affected and also mentions that Carter’s is one of the leading manufacturers and retailers of children’s clothing.

* + 1. How are its members different from one another?

Some parents are extremely protective and shielding of their children, so a situation like this could be very sensitive to them and could affect future decisions they make. Other mothers are possibly more passive and would only be concerned if their child was affected, which is rare since there were only 400 reported cases out of 100 million garments.

* + 1. How are its members similar to one another?

The members of this audience are similar to one another because they all have a common interest in purchasing clothes, and maybe more specifically tagless clothing. They are also similar in that a large majority of them are probably parents of children, and could therefore have similar values/beliefs/attitudes.

* + 1. What are their reactions likely to be to your message?

I think initially the message may be alarming to those reading, but once the details are understood and the scope of the situation is realized I think they may see there is no reason to worry. I can then see a positive reaction to the message because Carter’s is addressing the situation out of good will in order to inform and protect its customers.

* 1. Gather Information
     1. What information do your readers need to receive?

The readers need to be informed of the five points listed in the case study: (1) applies only to clothes from fall 2007, (2) 400 complaints out of 100 million garments sold, (3) labels contain no known irritants and only seems to affect small number of children with sensitive skin, (4) since problem is so limited and not harmful, no need for recall, (5) any returns of unsatisfactory products are always welcomed.

* + 1. What facts must you gather in order to create an effective message?

The facts are presented in the form of five points addressed. In order for the message to be effective, these facts/points need to be highlighted and presented in a manner that makes them easy to find, read, and understand. Bullet points may serve as a good format to achieve these goals.

* 1. Select the Right Medium
     1. What medium were you told to use in the explanation of the task at the end of your resume or case?

I’m not sure if I understand this question entirely, but if its asking about the previous assignments and what I was told to use as the format compared to what I actually used, then, for the resume there is really only one format for a resume, just different ways to style it. For the week 1 case I chose an email format and it seemed to be effective for the purpose intended. For this case, the formatting will be fairly simple as it is a memo of sorts in order to inform some key points.

* + 1. If you used a different medium, why did you?

The mediums from the previous assignments seemed to work well for their intended purpose. I think they are perhaps sometimes multiple “appropriate” mediums for a situation; it is more about selecting one of those mediums and then executing your message effectively within it.

* 1. Organize the Information
     1. What is your main idea or career focus?

The main idea with this message is to preserve customer loyalty by notifying them of this issue. Before any more cases potentially happen, we want to take the initiative and tell customers they may run into issues with these specific tagless items. We also welcome any returns. By doing this, Carter’s looks to keep its customers protected and therefore, hopefully, happy.

* + 1. Will you use the direct or indirect approach?

Since this message is purely for informative purposes, I will use the direct approach

* + 1. Why are you using the approach you chose?

I will use the direct approach because I would say the audience will primarily be neutral to the message. It will also be providing details vs. justify negative answers or bad news. It will also close with a cordial comment pointing out that returns are always welcomed for unsatisfactory products. So while there is not necessarily good news, there are not factors present that would warrant the use of an indirect approach.

1. **Write**
   1. Adapt to Your Audience
      1. How will you show sensitivity to your audience's needs?

I think the act of composing and posting the message to the front page of the website shows a huge amount of sensitivity to the audience already. Some other steps taken in the message will be to assure the audience that the issue is not widespread and that it is not harmful. Finally, presenting the option to return any clothing will make the audience feel as if they are not being cheated or being put into a harmful situation.

* + 1. How much credibility do you already have with your audience?

Touching on what I already mentioned, the message in itself adds credibility and preserves customer loyalty. Also, considering that over 100 million garments were sold just from the fall 2007 line, I would venture to guess that Carter’s does an incredible amount of business which also implies that we are a very credible and respectable business.

* + 1. How will you establish the additional credibility you need?

Additional credibility can be added by being honest and to the point. Presenting the issue, addressing it point-by-point and even offering a “solution” to it all help achieve this.

* + 1. Will your tone be informal or more formal?

My tone will be more formal because I am presenting a PSA on the behalf of an extremely large and successful company. We are not pleading or asking for forgiveness; we are acknowledging the error, detailing it, and then providing resolution in some sense.

* 1. Compose the Message

• You DO NOT have to attach your first draft.

1. **Complete**
   1. Revise the Message or Resume  
      List three or more changes you made between your first draft and final draft suggested by the prompts in that checklist in Chapter 6, p. 156:
      1. First change?

Keep paragraphs short.

* + 1. Second change?

Use bulleted and numbered lists to emphasize key points.

* + 1. Third change?

Make sure you’ve achieved the right tone.

* + 1. Additional changes?

The message writes itself in many ways since I am already provided the main points. It is up to me, however, to make sure the formatting and presentation is accurate and informative while also remaining short and readable.

* 1. Produce the Message or Resume  
     Use effective design and layout for a clean, professional appearance. Proofread the Message or Resume.  
     Review for errors in layout, spelling, punctuation and other mechanics.

• You DO NOT have to list typos and mechanical errors.

* 1. Distribute the Message or Resume  
     Submit this and the final draft in the drop box in one file.

**Tagless Labels Causing Skin Irritation**

May 23, 2014

There have recently been reports of skin irritation and rashes potentially caused by some of Carter’s tagless label clothing items. It is important to note that this issue is very limited and not many cases have been reported thus far. Furthermore, there are no materials used in these items that are known to cause any skin irritation or harm. These tagless label clothing items come only from the fall 2007 product line and feature a solid white printed background, as pictured below:

‘Insert Photo 1 – Solid White Background’ ‘Insert Photo 2 – Text Directly on Fabric’

**Important Information**

* Only applies to clothes from the fall 2007 product line.
* Label text is printed on a solid white background (as opposed to text printed directly on fabric).
* 400 reported cases of rashes out of 100 million garments sold from product line.
* Analysis by doctors shows no known skin irritants or abrasive chemicals in labels.
* U.S. Consumer Products Safety Commission has deemed no recall necessary due to limited scope of cases.

Carter’s puts customer satisfaction and safety at the forefront of all we do. In order to provide the best possible service to our loyal customers, we have deemed it very necessary and important to pass this information along. As always, full refunds are provided for return of any unsatisfactory products here at Carter’s.