

# Starbucks scandal in Philadelphia



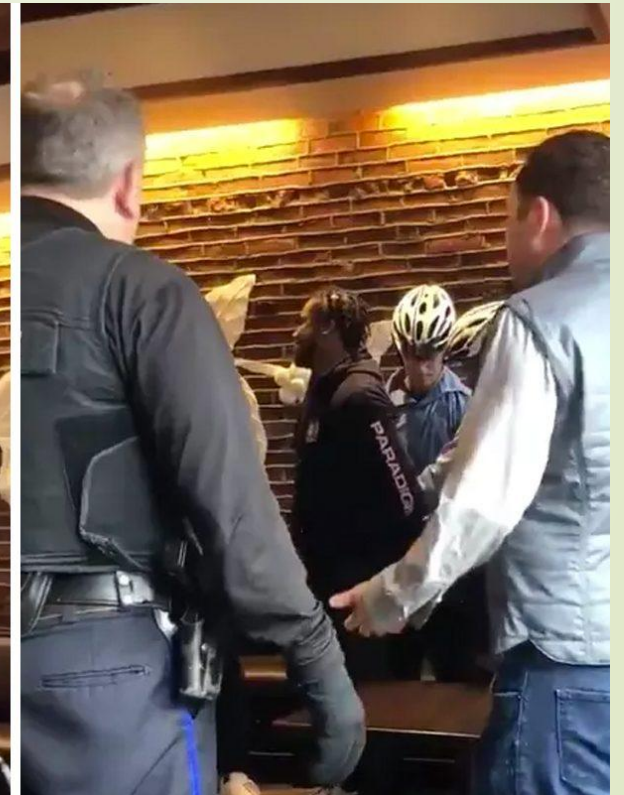
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# Overview and background

- ? Starbucks Corporation is an American coffee company and coffeehouse chain.
- ? Starbucks was founded in Seattle, Washington in 1971.
- ? As of 2017, the company operates 27,339 locations worldwide.



# Starbucks scandal in Philadelphia



# Effective crisis communication strategies



Saturday, April 14

"Starbucks stands firmly against discrimination or racial profiling," Johnson said in a statement Saturday. "I hope to meet personally with the two men who were arrested to offer a face-to-face apology."

"The basis for the call to the Philadelphia police department was wrong," he said. "Our store manager never intended for these men to be arrested and this should never have escalated as it did."



References - <http://fortune.com>

# Failed Crisis communication strategies

- ? Saturday, 14 of April  
Commissioner Richard Ross said he believed the officers "did absolutely nothing wrong." He continued:
- ? "[The police officers] followed policy, they did what they were supposed to do, they were professional in all their dealings with these gentlemen and instead, they got the opposite back. I will say that as an African American man, I am very aware of implicit bias. We are committed to fair and unbiased policing and anything less than that will not be tolerated in this department."
- ? Thursday, 19 of April
- ? Philadelphia Police Commissioner Richard Ross, under heavy criticism for the arrests of two 23-year-old Philadelphia men at a Starbucks and his defense of the police action, apologized to the men Thursday and said he had made the situation worse.
- ? Ross said he was unaware that people sit inside Starbucks for hours. "I apologize," he said in remarks intended for Rashon Nelson and Donte Robinson, the men arrested for sitting in the store without making a purchase.
- ? "Shame on me" if I have done anything to perpetuate racism, Ross said, adding that no one had told him he should apologize.
- ? Ross said it was wrong for him to have said in a Facebook Live video on Sunday that the "officers did not do anything wrong." Still, he said, they followed the law.



References - The Inquirer, daily news, Philly.com

# Lessons learned

