



# **ALIX EARLE: A CANCELLED CRISIS**

## **FINAL CRISIS PLAN**

HOLLY AREND  
PRL 623  
LINDSAY MCLUSKY  
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# BACKGROUND:

In a hypothetical scenario, Alix Earle, a prominent advocate for body positivity and mental health awareness, becomes embroiled in controversy when insensitive comments about a marginalized community surface on social media. These remarks, seemingly taken out of context from a private conversation, quickly spread, leading to widespread outrage and accusations of promoting harmful stereotypes. Activists and her followers demand accountability, while hashtags like #AlixisCancelled and #AlixApologizeToThem trend on social media. Alix issues a public apology, explaining the context of her comments, but the controversy persists, with debates raging online and in the media.



# HOLDING STATEMENT:

ALIX - “I am aware of what is being said about me on social media and what I said in private. I deeply apologize for anything I said that would make people feel as though I do not care about their community, and I understand if you wish to scrutinize me for it. I will be taking sensitivity courses, donating my time to this community, and taking time off social media to think about my actions and how they have impacted certain people and organizations I work with. ”



# PRESS RELEASE:

## **ALIX EARLE CONTROVERSY WITH MINORITY GROUP**

On September 7th, 2023, Alix Earle was caught in a controversy after leaked messages of her talking about a minority group were seen surfacing on Twitter. The controversy was words taken seemingly taken out of context from a private conversation quickly spread, leading to widespread outrage and accusations of promoting harmful stereotypes.

Activists and her followers demand accountability, while hashtags like #AlixisCancelled and #AlixApologizeToThem trend on social media. Alix had issued a public apology, explaining the context of her comments, but the controversy persists, with debates raging online and in the media.

“I am incredibly sorry for my comments,” said Alix, the social media influencer said. “The safety and well-being of my followers are my top priority, and I am deeply sorry for how I reacted to the text message my friend sent me that has been circulating online.”

We, over at Alix’s team, are cooperating fully with Alix and her wishes to find out what is going on online, who leaked the text messages, and where they got them. The team and Alix are committed to making sure we rectify the situation at hand and prevent further incidents like this from happening.

Alix is a social media influencer who is a prominent advocate for body positivity and mental health awareness. She earned her following through her Get Ready With Me’s on TikTok and has since skyrocketed to fame. She works with many notable brands

Note to Editors:

This press release is intended to provide initial information about the incident. As more details become available, additional press releases or updates will be issued.

Contact Information:

Alix Earle

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# TALKING POINTS:

- We are sincerely empathetic for the negative impact caused by the incident that occurred with *Alix* - putting her fanbase and others in the minority community at risk of insensitive comments.
- This is still an open investigation; for the integrity of the investigation, it would be inappropriate to discuss specific details.
- As more information becomes available, we will provide both our stakeholders and the online community with immediate updates.



# QUESTION & ANSWER:

## **Q1: What happened?**

**A1:** Alix Earle, a prominent advocate for body positivity and mental health awareness, becomes embroiled in controversy when insensitive comments about a marginalized community surface on social media. These remarks, seemingly taken out of context from a private conversation, quickly spread, leading to widespread outrage and accusations of promoting harmful stereotypes. Activists and her followers demand accountability, while hashtags like #AlixisCancelled and #AlixApologizeToThem trend on social media. The incident is currently under investigation, and we will provide more information when available.

## **Q2: What is Alix doing to support the local community during this time?**

**A2:** We are deeply sorry for Alix's text messages. During this time, Alix and her team are working with local community outreach programs to make sure they have whatever they need after all this.

## **Q3: What will you guys do as a company to fix the situation at hand?**

**A3:** We are in discussion with Alix and the brands she works with to make a donation to the group as well as making sure Alix takes sensitivity classes.

## **Q4: Why was there a lag in communication about the explosion?**

**A8:** Our priority was to make sure we had the right information about this event; we did not want to speak till we had all the facts.



# QUESTION & ANSWER:

**Q5: How are you going to handle this on social media and when will we get an official statement?**

A5: Our social media manager is present on our social media channels and has been very informative to our following. An official statement is pending.

**Q6: How long do you think it will take to investigate the scandal?**

A6: We will leave that to the investigative team. They are reachable at \_\_\_@\_\_.com