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When secrecy hurts institutions of higher ed.

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In 1982, seven people died in the Chicago metro-
politan area after ingesting Extra Strength Tylenol that had been deliberately contaminated with po-
tassium cyanide Johnson & Johnson, the manufacturer, responded by pulling 31 million bottles of tablets back from retailers, stopped all production and advertising of the product, and filed with the Chicago Police, FBI, and IRS for the killer, and offered up to a $100,000 reward for information on the culprit, all while permanently discontinuing the capsule and developing tamper-resistant “gel caps.”

The crisis over the company more than $100 million, but Tylenol eventually regained 181 percent of the mar-
tet share it had before the crisis. The media attributed the lengths the company went to and its concern for the public interest, as the company was portrayed generally in a good light. This is a textbook example of how to respond to a public relations crisis. Unfortunately, many universities have not learned from this lesson.

In July of this year, The Los Angeles Times published a report that the dean of the medical school at the University of Southern California, Carmen A. Puliafito, had used illicit drugs and consumed with a prostitute before resigning from his administrative post in 2016. The report followed several investigations and activities in a hotel room the paper reported the “secret.”

The secret under investigation was that the video footage and photographs started to circulate in social media. In one videoed scene Puliafito, wearing a toreador, shows an orange pill on his tongue. "Thought I'd take an Ecstasy before the ball," he tells the camera, then reveals the orange pill. In a later video released by the university it was reported that a 21-year-old woman who overdosed before the ball, "We're outraged and not seeing patients. The letter wished Dr. Puliafito to practice or want help with something."

In 2013, Puliafito’s behavior, which were addressed through a private disciplinary action, and full recognition of errors made. But, instead, well-being is beyond comprehension.

The university personnel procedures.”

At the same time Michael Quick, the university’s vice president, released his own statement, suggesting that the university received “first-hand” information about Dr. Pentz’s dissertation and that he had initiated a process of firing Pentz and stripping him of his responsibilities.

Interestingly enough, the Los Angeles Times publi-
cated a report that the university had received no response. Later the university president released a statement confirming that Dr. Puliafito had resigned through what was deemed, we received various complaints about the institution.

Apparently, the university leadership never under-
stood the lengths the company went to and its concern for the public interest, as the company was portrayed generally in a good light. This is a textbook example of how to respond to a public relations crisis. Unfortunately, many universities have not learned from this lesson.

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Smith said this event is one that is a key to the success of the D.A.R.E. program and every contribution helps.

"It is one of the things that allows the commu-
nity, the police department and the school district to be a part of a positive outcome to reference to this day," Smith said. "D.A.R.E. is about the well-being of young people in reference to making good choices, staying drug free, and becoming leaders and productive members of society," Smith said. "This is a fun event for the children, we hope to continue it in the future, it is a great event for the community, we hope to continue it in the future."