

## Ethics Case Scenarios

1. Scenario: You are a corporate public relations director who is accompanying a senior executive during a media interview. The television reporter was unimpressed by the executive's interview responses and asks you to "please have her answer the questions *this way*," suggesting a more sensational and less factually correct response from the executive. How do you respond to the reporter?
  - What PRSA code provisions might apply to this scenario?
  - What influence tactics would you use to approach the reporter?
2. Scenario: You are a new account supervisor completing the month-end billing for a client. You notice that there are billing mistakes in which the client has been overcharged considerably. You review the previous billing cycles and notice that there are errors with previous ones, too. You bring the issue to your boss who says, "Hide the errors and don't tell the client! We can't afford to lose them."
  - What PRSA code provisions might apply to this scenario?
  - What influence tactics would you use to approach your boss?
3. Scenario: You are the public relations manager for a community not-for-profit who has regularly engaged the assistance of prominent local bloggers. You're on a deadline and pitched a story about an upcoming event to a blogger with whom you have a strong relationship. This time however, the bloggers explains that you will need to pay him \$50 in order for him to run the story - and that if you don't comply, he will write a negative review of the event instead.
  - What PRSA code provisions might apply to this scenario?
  - What influence tactics would you use to approach the blogger?
4. Scenario: Your colleague conducts the weekly social media analytics for a particular client and notices that engagement is down. He fudges the numbers to paint a rosier picture of the social media performance and keep the client happy. You want to approach him about this, but you're not quite sure how.
  - What PRSA code provisions might apply to this scenario?
  - What influence tactics would you use to approach the colleague?
5. Scenario: An executive at your organization is responsible for managing the summer interns. During a recent conversation with an intern, you learned that some of the interns are working after hours (nights and weekends) to help the executive catch up on a few deadlines. The interns said that the executive told them to work the extra hours in order to get an "in" with those making a decision to hire for full time.
  - What PRSA code provisions might apply to this scenario?
  - What influence tactics would you use to approach the executive or another organizational leader?
6. Scenario: You are the public relations manager for a bank in an urban area with both English- and Spanish-speaking residents. It has been brought to your attention that you do not yet have website content or collateral materials in Spanish. During the last executive meeting, you volunteered to spearhead the process of creating the new web and PR materials, but the executives at the meeting exclaimed, "We speak *English* at this company. There is no need to create those materials in Spanish." You know that you

must speak up... but how?

- What PRSA code provisions might apply to this scenario?
- What influence tactics would you use to approach the executives?

7. Scenario: You are working on a client account that deals with confidential financial information. All members of the team have signed non-disclosure contracts, but you have noticed that your team members have recently become lazy about maintaining confidentiality. You recently heard the teammates discussing the confidential financial and stock information with others during happy hour event at the local pub... and another teammate recently let some information slip on a call with another client. Do you say something?

- What PRSA code provisions might apply to this scenario?
- What influence tactics would you use to approach your teammates?