

PRSA Twitter Ethics Chat September 9, 2010

Summary

PRSA kicked off Ethics Month with a Twitter chat, focusing on the recent settlement between the [Federal Trade Commission](#) (FTC) and [Reverb Communications](#). This week's chat focused on the Ethics Quiz.

Each September, PRSA observes Ethics Month as a reminder to members to practice truthful, accurate and transparent communications.

Members were invited to join the discussion, which was hosted by **Bob Frause, APR, Fellow PRSA**, PRSA board liaison to the [Board of Ethics and Professional Standards](#) (BEPS). **Tom Eppes, APR, Fellow PRSA**, BEPS chair, contributed to the conversation as well. To participate in future chats, use the Twitter hashtag [#ethicschat](#).

Ethics Twitter Chat Resources for Members

General Ethics Links:

PRSA Ethical Guidance for Today's Practitioner (main page): <http://bit.ly/dhiWpO>

PRSA Code of Ethics (English): <http://bit.ly/bxeafY>

PRSA Code of Ethics (Spanish): <http://bit.ly/auGnoX>

Code of Ethics Pledge: <http://bit.ly/9ACmPq>

BEPS Professional Standards Advisories: <http://bit.ly/9jMmGf>

Code of Ethics Quiz: bit.ly/cRYo7V

Resources Page: <http://bit.ly/9RgRFW>

Reporting Questionable Ethical Performance: <http://bit.ly/bNcZET>

Ethics-related posts on *PRSA*Y: <http://bit.ly/cCMhZ4>

Ethics-related posts on *comPREhension*: <http://bit.ly/c7lh7F>

Tactics Article: "FTC settles complaint about fake video game testimonials with PR firm": <http://bit.ly/aRLZrz>

The Ethical Optimist (Blog): <http://bit.ly/b7E16U>

Question-Specific Links:

Q4. PS-9, Pay-for Play: <http://bit.ly/arr7Y9>

Q5. PS-6, Disclosure by Expert Commentators and Professional Spokespersons of Payments or Financial Interests: <http://bit.ly/ab7N3R>

Q6. PS-11, Professional Conflicts of Interest: <http://bit.ly/bC6nLn>

Q7. PS-4, Reporting Unethical Behavior or Unprofessional Performance: <http://bit.ly/clGrBL>

prsa	Welcome to the PRSA #ethicschat! Sept is Ethics Month and #PRSA will host a chat each week.Today's focus: the PRSA Code of Ethics	Thu 09 Sep 2010 16:01:15 +0000
PRSA	Hi. I'm Tom Eppes chair of PRSA's Board of Ethics and Professional Standards. Bob Frause board liaison to BEPS is here too. #ethicschat	Thu Sep 09 16:02:31 +0000
SMS_connect	RT @PRSA: Welcome to the PRSA #ethicschat! Sept is Ethics Month and #PRSA will host a chat each week.Today's focus: the PRSA Code of Ethics	Thu Sep 09 16:03:02 +0000
BobbieGarner	I'm ready. Hoping to learn new things. #ethicschat	Thu Sep 09
katieoarnold	RT @PRSA: Welcome to the PRSA #ethicschat! Sept is Ethics Month and #PRSA will host a chat each week.Today's focus: the PRSA Code of Ethics	Thu Sep 09 16:03:12 +0000
PRSAnewis	RT @PRSA: Welcome to the PRSA #ethicschat! Sept is Ethics Month and #PRSA will host a chat each week.Today's focus: the PRSA Code of Ethics	Thu Sep 09 16:03:37 +0000
gomezdm	RT @PRSA: Welcome to the PRSA #ethicschat! Sept is Ethics Month and #PRSA will host a chat each week.Today's focus: the PRSA Code of Ethics	Thu Sep 09 16:04:05 +0000
abbyweidert	Tuning in from Northeast Wisconsin PRSA chapter (@PRSAnewis) #ethicschat #PRSA	Thu Sep 09
PRSA	Test your knowledge with questions derived from the ethics quiz a check-up for members re PRSA Code of Ethics. #ethicschat bit.ly/cRYo7V	Thu Sep 09 16:07:43 +0000
PRSA	Q1: Who benefits most from professional ethics in public relations â€œ clients or PR practitioners? #ethicschat	Thu Sep 09 16:08:46 +0000
aferra	I'll be in class but check it RT @PRSA Think you know how to handle difficult ethical dilemmas? Join us for #PRSA #ethicschat in 45 minutes.	Thu Sep 09 16:09:27 +0000
lbreyWoodall	RT @PRSA: Test your knowledge w/questions derived from ethics quiz a check-up for members re PRSA Code of Ethics. #ethicschat bit.ly/cRYo7V	Thu Sep 09 16:10:02 +0000
bfrause	Bob Frause PRSA Board Liaison to BEPS online also #ethicschat	Thu Sep 09
joederupo	Test your knowledge with questions derived from the ethics quiz a check-up for members re PRSA Code of Ethics. #ethicschat bit.ly/cRYo7V	Thu Sep 09 16:11:17 +0000
ceciliah	RT @PRSA: Q1: Who benefits most from professional ethics in public relations â€œ clients or PR practitioners? #ethicschat	Thu Sep 09 16:11:17 +0000
TerricaLee	RT @PRSA: Q1: Who benefits most from professional ethics in public relations â€œ clients or PR practitioners? #ethicschat	Thu Sep 09 16:13:45 +0000
bfrause	PR Professionals are the primary beneficiary but all others including clients benefit too. #ethicschat	Thu Sep 09 16:15:27 +0000
joederupo	#ethicschat Ethics clarify what the professional community has agreed to be the parameters of professional conduct aside from laws	Thu Sep 09 16:16:15 +0000
209CVPRO	RT @PRSA Test your knowledge w/Q's derived from ethics quiz a check-up for members re PRSA Code of Ethics. #ethicschat http://bit.ly/cRYo7V	Thu Sep 09 16:16:49 +0000
ceciliah	RT @PRSA: Our profession benefits greatly any time we create trust in practitioners. #ethicschat	Thu Sep 09 16:17:31 +0000
bfrause	For the full right answer to Q1 go to the PR Ethics Quiz bit.ly/cRYo7V #ethicschat	Thu Sep 09
PRSA	Q2: Loyalty to which individual or group (client employer media etc.) is a public relations practitionerâ€™s first obligation? #ethicschat	Thu Sep 09 16:18:20 +0000
SabatinoDay	RT @joederupo: #ethicschat Ethics clarify what the professional community has agreed to be the parameters of prof. conduct aside from laws.	Thu Sep 09 16:21:26 +0000
CindyDroog	@bfrause All of society benefits when Code of Ethics is adhered to and communicated more widely outside of the PR profession. #ethicschat	Thu Sep 09 16:21:55 +0000
bfrause	We serve the public interest by acting as responsible advocates for those we represent #ethicschat	Thu Sep 09 16:22:00 +0000
BobbieGarner	I am confused by the wording. PR Professionals benefit the most from PR ethics? shouldn't it be the consumer? #ethicschat	Thu Sep 09 16:25:51 +0000
PRSA	Q3: Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:26:01 +0000
bfrause	That's a tough one. I don't know if I know the answer to that. Anybody got any ideas? #ethicschat	Thu Sep 09 16:27:08 +0000
SUGARTHEGIRL	RT If we're just talkin ethics yes. @PRSA Q3 Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:27:59 +0000
BobbieGarner	To Q3 - Don't know the PRSA answer - but personal ethics says no #ethicschat	Thu Sep 09
PRSA_SA	RT @PRSA: Q3: Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:28:18 +0000
blah2voila	RT @PRSA: Q3: Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:28:57 +0000
amberhutchins	RT @PRSA_SA: RT @PRSA: Q3: Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:29:04 +0000

PRSA	@BobbieGarner We have to build trust in the profession first through ethical behavior. #ethicschat	Thu Sep 09 16:29:17 +0000
SUGARTHEGIRL	@PRSA To Q3. Probably won't do that great a job but I'd say yes. For instance I'd never work for Big Tobacco. Hate cigarettes. #ethicschat	Thu Sep 09 16:29:25 +0000
Melissa808	@PRSA you can't properly represent a client if you oppose their cause. #ethicschat	Thu 09 Sep 2010
JenniferLKeller	@PRSA I guess it depends if you want to be able to sleep at night. #ethicschat	Thu 09 Sep 2010
ManDee4	@prsa I don't think so. It's hard to be objective & do what's best for the client when you oppose them in most cases. #ethicschat	Thu 09 Sep 2010 16:29:56 +0000
prsa	@BobbieGarner When there's trust in us we can benefit our clients organizations.	Thu 09 Sep 2010
ceciliah	It's important to prevent deception. So just be transparent in your communication. It's a challenge. #ethicschat	Thu Sep 09 16:31:08 +0000
SUGARTHEGIRL	@PRSA Also that's a matter of principle as to whether a PR professional decides to rep something or some company. to Q3 #ethicschat	Thu Sep 09 16:31:13 +0000
PRSA	Q3 As long as there's an ethical truthful position to represent. It's an individual choice. #ethicschat	Thu Sep 09 16:32:00 +0000
ceciliah	I find it difficult to separate personal from professional values but some people manage that balance really well. #prsa #ethicschat	Thu Sep 09 16:32:59 +0000
SUGARTHEGIRL	@prsa Also I was a news producer during the whole 2000 election ballot count. I had to write a lot of ish I didn't agree with. #ethicschat	Thu Sep 09 16:33:01 +0000
bfrause	What happens if your boss says he doesn't care about your position they are a client and deserve representation. What now? #ethicschat	Thu Sep 09 16:33:18 +0000
SUGARTHEGIRL	RT @PRSA: Q3 As long as there's an ethical truthful position to represent. It's an individual choice. #ethicschat	Thu Sep 09 16:33:19 +0000
nathankam	No. RT @PRSA Q3: Is it ethical for a PR professional to represent a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:34:12 +0000
BobbieGarner	@ceciliah Shouldn't your personal and professional ethics be one and the same?	Thu Sep 09
joederupo	RT @bfrause: What happens if your boss says he doesn't care about your position they are a client and deserve representation. What now? #ethicschat	Thu 09 Sep 2010 16:35:22 +0000
pnherdz	I agree completely RT @ceciliah: I find it difficult 2 separate persnl frm profexnl valus sm ppl balance it rily well. #prsa #ethicschat	Thu Sep 09 16:35:23 +0000
ceciliah	@BobbieGarner In many cases yes but some people hold different views on controversial subjects #ethicschat	Thu Sep 09 16:36:30 +0000
SUGARTHEGIRL	@bfrause It's up to each professional to decide to do the job or walk...on principle.	Thu Sep 09
PRSA	@BobbieGarner Agree personal and bus. ethics the same. But differences aren't always ethical issues. #ethicschat	Thu Sep 09 16:37:03 +0000
ceciliah	@SUGARTHEGIRL I like that answer. #ethicschat :D	Thu Sep 09
LaurenStraitPR	I say no considering I tried working 4 pharma RT: @PRSA Q3: Is it ethical for a PR pro to rep. a company or cause s/he opposes? #ethicschat	Thu Sep 09 16:37:55 +0000
kjlmiller	@bfrause if representing the truth prsnl prfrnce shldn't interfere w/ your position unless your position is not one of truth #ethicschat	Thu 09 Sep 2010 16:38:30 +0000
bfrause	@SUGARTHEGIRL But I really need my job #ethicschat	Thu 09 Sep 2010
PRSA	Q4: Under what circumstances are payments to endorsers considered ethical?	Thu Sep 09
BobbieGarner	Q4: When disclosed properly #ethicschat	Thu Sep 09
mattyfast	@bfrause it's then a value proposition within your job. Salute & comply but then seek employer who respects you. #ethicschat	Thu Sep 09 16:40:49 +0000
ceciliah	Absolutely RT @BobbieGarner: Q4: When disclosed properly #ethicschat	Thu Sep 09
SUGARTHEGIRL	RT Well there you go. lol Take a couple Advil and get to spinning. :) @bfrause @SUGARTHEGIRL But I really need my job #ethicschat	Thu Sep 09 16:41:12 +0000
PRSA	@BobbieGarner Good answer. #ethicschat	Thu Sep 09
bfrause	@kjlmiller excellent point of view and answer #ethicschat	Thu Sep 09
joederupo	#ethicschat Re Q4 take a look at Professional Standards Advisory PS-6 on disclosure. http://bit.ly/ab7N3R	Thu Sep 09 16:42:12 +0000
SUGARTHEGIRL	I think that it would be unethical to refuse because your job. The only option is to walk and that's not an easy thing to do. #ethicschat	Thu Sep 09 16:42:55 +0000
ethicsblogger	@BobbieGarner Not necessarily. Most professions *insist* on professional ethics different from personal ones. #ethicschat	Thu Sep 09 16:43:25 +0000
SUGARTHEGIRL	I'm VERY selective about the companies/industries that I'll work for due to this very thing (Q3). #ethicschat	Thu Sep 09 16:43:45 +0000
PRSA	Q5: Is it ok to offer anything more than ideas to journalists or bloggers? Products? Trips? Where's the ethical line? #ethicschat	Thu Sep 09 16:43:54 +0000

SUGARTHEGIRL	RT @PRSA: Q4: Under what circumstances are payments to endorsers considered ethical? #ethicschat	Thu Sep 09 16:44:24 +0000
ceciliah	@SUGARTHEGIRL good answer on selective choices. #ethicschat	Thu Sep 09
BobbieGarner	Yes - sometimes they need to try a product out. As long as they follow FTC endorsement guidelines #ethicschat	Thu Sep 09 16:45:36 +0000
BobbieGarner	FTC: http://www.ftc.gov/bcp/edu/pubs/business/adv/bus71.shtm #ethicschat	Thu Sep 09
SUGARTHEGIRL	RT Only if full disclosure is given. @PRSA Q4: Under what circumstances are payments to endorsers considered ethical? #ethicschat	Thu Sep 09 16:45:42 +0000
joederupo	#ethicschat Re Q5 see Professional Standards Advisory PS-9 on Pay for Play	Thu Sep 09
mattyfast	@prsa Q5: absolutely not. The appearance of impropriety IS impropriety when it concerns image. #ethicschat	Thu Sep 09 16:46:47 +0000
SUGARTHEGIRL	RT @PRSA: Q5: Is it ok to offer anything more than ideas to journalists or bloggers? Products? Trips? Whereâ€™s the ethical line? #ethicschat	Thu Sep 09 16:46:54 +0000
ceciliah	@BobbieGarner good share! #ethicschat	Thu Sep 09
PRSA	Require the journalist to disclose use of products/offers. Products should be returned. #ethicschat	Thu Sep 09 16:47:13 +0000
BobbieGarner	Just happened to blog about that this week. Hot topic #ethicschat	Thu Sep 09
bfrause	Re: Q5 mandates full disclosure by the journalist or blogger as well as the person providing product for review. #ethicschat	Thu Sep 09 16:47:43 +0000
ceciliah	@BobbieGarner what is your blog address? #ethicschat	Thu Sep 09
SUGARTHEGIRL	@PRSA Q5. I think if the journo is someone who writes reviews it's okay to give "samples" but trips? lol No. Judgment is key. #ethicschat	Thu Sep 09 16:49:12 +0000
BobbieGarner	@ceciliah http://bellamarketing.wordpress.com/ #ethicschat	Thu Sep 09
PRSA	What items have you given away? Were they returned? #ethicschat	Thu Sep 09
ethicsblogger	Re Q5 Good start is to ask yourself: at what point would *I* stop trusting the blogger/journo? #ethicschat	Thu Sep 09 16:49:41 +0000
SUGARTHEGIRL	RT @PRSA: Require the journalist to disclose use of products/offers. Products should be returned. #ethicschat	Thu Sep 09 16:50:07 +0000
ceciliah	I think samples to journalists interested in your product are fine. Past that things get dicey. It's not #MadMen era anymore. #ethicschat	Thu Sep 09 16:50:50 +0000
SUGARTHEGIRL	@PRSA Oh wow! Products should be returned? What if it's something like clothing?	Thu Sep 09
SUGARTHEGIRL	RT @ceciliah: I think samples to journalists interested in your product are fine. Past that things get dicey. It's not #MadMen era anymore. #ethicschat	Thu 09 Sep 2010 16:51:09 +0000
PRSSANational	RT @PRSA: Require the journalist to disclose use of products/offers. Products should be returned. #ethicschat	Thu Sep 09 16:51:33 +0000
bfrause	What if it is a Duraflame firelog that bloggers are testing #ethicschat	Thu Sep 09
ceciliah	@SUGARTHEGIRL it's what samples are for right?? :D #ethicschat	Thu Sep 09
SUGARTHEGIRL	RT @bfrause: What if it is a Duraflame firelog that bloggers are testing #ethicschat	Thu Sep 09
SUGARTHEGIRL	@bfrause They gotta scrape the ashes up and mail em back. lol #ethicschat	Thu Sep 09
BobbieGarner	Just thinking same thing! RT @bfrause: What if it is a Duraflame firelog that bloggers are testing #ethicschat	Thu Sep 09 16:52:46 +0000
ceciliah	@bfrause just make sure they sign a waiver in the event something goes wrong.....	Thu Sep 09
PRSA	Q6: Under what circumstances might it be considered unethical to say nothing?	Thu Sep 09
ethicsblogger	@BobbieGarner Clearly for some things return is impossible. For others simple. Common sense. #ethicschat	Thu 09 Sep 2010 16:54:44 +0000
BobbieGarner	@ethicsblogger Nicely said :) #ethicschat	Thu Sep 09
SUGARTHEGIRL	@ceciliah Absolutely! ;) #ethicschat	Thu Sep 09
mattyfast	RT @prsa: Q6: Under what circumstances might it be considered unethical to say nothing? #ethicschat - when others are at risk.	Thu Sep 09 16:55:36 +0000
ethicsblogger	p.s. for those who don't know me @joederupo invited me to the #ethicschat. I blog at businessethicsblog.com	Thu Sep 09 16:55:40 +0000
SUGARTHEGIRL	RT @PRSA: Q6: Under what circumstances might it be considered unethical to say nothing? #ethicschat	Thu Sep 09 16:56:15 +0000
ceciliah	@ethicsblogger thanks for chiming in! #ethicschat	Thu Sep 09
joederupo	#ethicschat Re Q 6 look at Professional Standards Advisory PS-4 on reporting unethical or unprofessional behavior http://bit.ly/cIGrBL	Thu Sep 09 16:57:09 +0000
CCCBoise	RT @PRSA: Q6: Under what circumstances might it be considered unethical to say nothing? #ethicschat	Thu Sep 09 16:57:32 +0000
SUGARTHEGIRL	RT Hmmm. Threat to public health. @PRSA Q6: Under what circumstances might it be considered unethical to say nothing? #ethicschat	Thu Sep 09 16:57:37 +0000

FelicaAM	GOOD Q?! RT Q6: Under what circumstances might it be considered unethical to say nothing? #ethicschat	Thu Sep 09 16:58:33 +0000
BobbieGarner	Q6: Always speak up. Right is right. #ethicschat	Thu Sep 09
ethicsblogger	re #PRSA Q6: First try... how about when no reasonable person would think the info useful in assessing the overall message? #ethicschat	Thu Sep 09 16:59:11 +0000
PRSA	#ethicschat Don't forget to take the PRSA Code of Ethics Quiz: bit.ly/cRYo7V	Thu Sep 09
bfrause	Re: Q6 it would be unethical not to answer a question if you know there is a threat to human health and safety #ethicschat	Thu Sep 09 17:00:13 +0000
PRSA	#ethicschat And please review the PRSA Code of Ethics in English http://bit.ly/bxeafY or Spanish http://bit.ly/auGnoX	Thu Sep 09 17:01:23 +0000
PRSA	Thanks everybody. Keep chatting if you like and we'll check back for thoughts.	Thu Sep 09
PRSA	We'll be back next week. #ethicschat	Thu Sep 09
KathCurriden	RT @PRSA: #ethicschat Don't forget to take the PRSA Code of Ethics Quiz:	Thu Sep 09