

**Public Relations Society of America**  
**Board of Ethics and Professional Standards**  
**Code of Ethics Case Study Series**

**A “Deepfake” Apology?**

After a scandal, a corporation releases a video of its CEO apologizing. It goes viral on social media. Some viewers are commenting that the video looks like a “deepfake” (fabricated using AI). As the corporation’s Director of Public Relations, you know the CEO was not in the office at the time the video was created and released, but the CEO insists to you that the video is genuine and, even if it’s not, he would have said the same thing whether in person or in “deepfake” format. He would like your help in pushing back against the comments on social media.

- 1. Define the specific ethical issue and/or conflict.**
- 2. Identify internal/external factors that may influence the decision.**  
**Internal Factors:**
- 3. Identify key values.**
- 4. Identify the parties who will be affected by the decision and define the public relations professional’s obligation to each.**
- 5. Select ethical principles to guide the decision-making process.**
- 6. Make a decision and justify.**