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

## **Public Relations Ethics Case Study #2**

A counseling firm principal tells the reporter of a local daily newspaper that one of the firm's competitors is recommending a client that both firms were courting to engage in some underhanded tactics to gain government approval of a plan to begin a new mining operation. Specific tactics included paying off elected officials. That "tip" results in a front-page feature accusing the company of planning to "buy" mine approval by paying off local government officials.

officials. That "tip" results in a front-page feature accusing the company of planning to "buy" mine approval by paying off local government officials.	
1.	Define the specific ethical issue and/or conflict.
•	
2.	Identify internal/external factors that may influence the decision.
3.	Identify key values.

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

4.	Identify the parties who will be affected by the decision and to whom the
	public relations professional's obligation to each.
_	
5.	Select ethical principles to guide the decision making process.
6.	Make a decision and justify.