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.

1. Define the specific ethical issue and/or conflict.

2. Identify internal/external factors that may influence the decision.

3. Identify key values.
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.**