



PR Insights

Ethical Dilemmas in PR Practice

- How would you respond to the following situations?
- Consider your answers. Then, see how your responses correspond with the PRSA and IABC codes.
1. The company president asks you to write a news release claiming that a new product is four times better than the competition and that it represents a "revolutionary" breakthrough in technology.
 2. You're a student intern at a public relations firm. One of your assignments is to call corporations and say you're a student doing a class project. You would like to know what kinds of outside public relations services would be most helpful to the company.
 3. An American company wants to increase its visibility and market share in Eastern Europe. As director of public relations, you invite a group of Hungarian business editors to visit the firm's headquarters with all expenses paid.
 4. Your company, in order to improve the quality and media acceptance of news releases, hires the local daily's business editor on a retainer fee for periodic advice and counsel.
 5. Your company, as part of its holiday tradition, gives journalists who regularly cover it an expensive gift. Last year, it was a weekend at a local resort.
 6. You are asked by your employer to establish a "citizens' task force" for the purpose of writing state legislators opposing an environmental bill that negatively affects the company.
 7. Your public relations firm is competing for an account with two other firms. As a sales point you say, "We can get you coverage in the *Wall Street Journal*."
 8. You're looking for a job in public relations, and a tobacco company offers you the highest salary.
 9. You work for a public relations firm. A printing company representative contacts you with the following proposal: If you refer clients that result in new business, the representative will pay you a \$250 "finder's fee."