



Astro turfing

Case Study #3

PR World, Inc. Situation Report

- You represent the National Cement and Asphalt Contractors Assn in Italy
- Your PR firm has been asked to organize the Livorno Citizens for Active Road Expansion (LCARE) as a 'grass root' organization supporting the expansion
- You have been asked by media about LCARE
- What do you tell them?

1. Define specific ethical issue

- Is it ethical to omit sponsor information?
- Is it ethical to disseminate false information regarding LCARE that my firm manages?

2. Identify internal/external factors that may influence decision making process

- Do local, state or federal laws play a role?
- What are my company values policies or procedures?
- What action do I believe are in the public's best interest?

3. Identify key values

- Honesty
- Fairness
- Independence
- Transparency

4. Identify affected parties

- Livorno citizens
- Voters
- Government officials
- Media
- Public relations profession
- Colleagues/employees/self

5. Select ethical principles

- Disclosure of information
- Open communication fosters informed decision making in a democratic Society

6. Make a decision

- Responsible advocacy requires that those affected be given due consideration
- Appropriate action dictates a truthful response to the media disclosing your client as the sponsor of LCARE