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	Case	Study	#1:	

As a communications professional representing XYZ Agriculture Company, you have provided information and a list of sources about a new application method for one of your products to an editor at a major agricultural publication. You have checked and confirmed that all of the information is accurate. In a subsequent conversation, you find out the editor has interviewed two university economists who expressed concerns about the profitability of the new method. Your supervisor recommends calling an advertising sales representative or the publisher at the publication to express dissatisfaction and to pull advertisements unless the editor removes negative comments from the article and agrees to use only the sources provided by the company.

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

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

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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	Case	Study	#2

XYZ Agriculture Company is hosting a two-day seminar and research facility tour. As a communications professional, you are assigned to organize the event. Invitations will be sent to agriculture journalists to encourage their participation in the event. A travel voucher to cover the cost of airfare, hotel accommodations and meals for the event will be included in the invitations to media personnel.

1. <u>Define the specific ethical issue and/or conflict</u>:

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
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6.	Make a decision and justify:

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Case	Study	#3:	

As a communications professional representing ABC Agriculture Company, you write a press release announcing the XYZ Retail Chain will now carry the ABC line of products. The press release includes results from a field study completed two years ago that was sponsored by the company but conducted by university researchers. You verify all of the information is accurate before submitting the press release for approval and copy editing by the client. When the edited version is returned to you, the year of the study has been removed and the information about company sponsorship has been omitted. A colleague tells you that those details are not necessary because anyone who wants to find out more about the field studies can contact the university researchers.

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

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	<u>Identify parties that will be affected by the decision and the communications professional's obligation to each:</u>
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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	Case	Study	<b>#4:</b>

In response to growing environmental concerns, ABC Agriculture Company is implementing new sustainability measures at all of its production facilities. As a communications professional representing ABC Agriculture Company, you are assigned to create a public relations and advertising campaign announcing the "green" initiative. The fact sheet provided states carbon emissions will be reduced at each facility and use of recycled materials will double. After collecting additional information, you find out the new "sustainable" production process will be implemented in phases, eventually reducing carbon emissions by 20% over the next 10 years. The use of recycled materials is projected to increase from 4% to 8% within the next five years, but it will require 15% more energy compared to the current production process. Company executives contend promoting the "green" initiative will be good for the corporate image. They insist that the fact the company is implementing sustainable practices is more important to consumers than the specific timeline or statistics.

1.	Define	the s	necific	ethical	issue	and/or	conflict:

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

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4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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	Case	Study	#5:

ABC Agriculture Association has hired six college students to work as interns and cover the New Ag Technology Conference and Trade Show using blogs, social media, podcasts and video. As a communications professional representing ABC Agriculture Association, you are assigned to assemble the training and orientation materials for the interns. One of the documents provides instructions for the interns to identify themselves as New Ag Technology Conference and Trade Show interns in all online posts and in all interactions with attendees or company representatives. Travel, lodging and food expenses for the interns will be covered by XYZ Widgets Company, a major sponsor of New Ag Technology Conference and Trade Show. The interns can also earn merchandise and cash prizes based on the number of times certain products from additional sponsoring companies appear in their coverage.

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

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	<u>Identify parties that will be affected by the decision and the communications professional's obligation to each</u> :
5	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of
٥.	Ethics)
6.	Make a decision and justify:

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	Case	Study	#6:

The XYZ Agriculture Company operates a website to market and sell products online. To purchase products from the site, customers must create a user account with a valid e-mail address, phone number and mailing address. Customer accounts are password protected and credit card information is encrypted for additional security. The XYZ Agriculture Company has a privacy policy posted on the website that describes security and information use policies. ABC Widgets Company would like to advertise products on the XYZ website. As a communications professional representing XYZ Agriculture Company, you are evaluating the proposed marketing agreement from ABC Widgets Company. The proposal includes language that would allow ABC Widgets Company to use cookies to track customer demographic information, purchase history and other online activities. The information would be used to generate profiles and target advertising based on customer preferences.

1. <u>Define the specific ethical issue and/or conflict:</u>

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

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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Case	Study #	<sup>!</sup> 7:

ABC Agriculture Company has announced plans to acquire XYZ Ag Supply internally to corporate office employees. Both companies are publicly traded. Company employees are instructed to keep the acquisition plans confidential until the public announcement. As a communications professional representing ABC Agriculture Company, you are assigned to develop a promotional campaign for the proposed acquisition. Despite the measures in place to protect confidentiality, rumors of the possible merger reach the financial industry. Before the information is made public, a stockbroker contacts you seeking confirmation of the planned acquisition.

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

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

4.	Identify parties that will be affected by the decision and the communications		
	professional's obligation to each:		
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of		
٥.	Ethics)		
6.	Make a decision and justify:		

Case Study #8:	
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As a communications professional, you interview for a position in public affairs at XYZ Agriculture Company. In the course of the interview, the hiring manager learns that you recently worked on a product launch for ABC Ag Supply, a major competitor of XYZ. A few days later, the hiring manager calls to offer you a position on the XYZ Agriculture Company marketing team where the "inside knowledge would be a real benefit." The contract with your former employer, ABC Ag Supply, included a nondisclosure agreement but it did not have a noncompetition clause.

1.	Define	the specif	fic ethical	issue	and/or	conflict:

2. <u>Identify internal/external factors that may influence the decision</u>:

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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	Case	Study	#9:	

XYZ Agriculture Company wants to use social networking as a tool in its internal communications strategy. As a freelance writer, you are asked to write a blog posted on the corporate intranet for the company's chief executive. Company employees will have the ability to read the blog and post comments. You are also asked to post updates on public social networking sites on behalf of the chief executive. The name and picture of the chief executive will appear in the profile section on each site. The e-mail address listed in contact information will bear the chief executive's name but you will be responsible for monitoring the account and responding to messages.

1. <u>Define the specific ethical issue and/or conflict</u>:

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	Identify parties that will be affected by the decision and the communication professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

# Case Study #10:}

The communications team at ABC Agriculture Company initiates a large marketing communications campaign leading up to a major new product launch. As a communications professional representing ABC Agriculture Company, you are managing the product launch campaign. One of your colleagues discovers a misleading element in the package design three days before the scheduled launch. The words on the front of the package imply a higher level of effectiveness than established by product test results. The package was designed by an outside consulting company. A redesign would cost ABC Agriculture Company a substantial amount of money and delay the launch of the product at least six weeks. The launch date had been selected for the product to hit the market during a peak purchasing season. Your colleague suggests you wait until after the product launch to share the information about the package design problem and then fix it as soon as possible.

1. <u>Define the specific ethical issue and/or conflict:</u>

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

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:
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# Case Study #11:

The public affairs team at XYZ Agriculture Company is monitoring legislation pending in the United States House of Representatives regarding an important element of their manufacturing process. The proposed law would increase restrictions and decrease efficiency of production. Supporters of the new regulations have organized a lobbying campaign which is building support on social networking sites. These supporters recently created a website and adopted the name Consumer Safety Coalition. Yesterday, the group posted a video on their website directly attacking XYZ Agriculture Company. As a communications professional representing the XYZ Agriculture Company and a member of the public affairs team, you must respond to the situation. One of your colleagues suggests creating a website using the name Safety Advocates Coalition to counter the negative claims. The organization would appear independent and offer XYZ Agriculture Company the opportunity to lobby against the proposed legislation under the name Safety Advocates Coalition.

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

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

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

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Case	Study	#12:

As a communications professional, you are employed by ABC Marketing Communications Firm. You also have joint ownership of a large livestock production facility operated by your spouse. The livestock in the facility is under contract with Ag USA. ABC Marketing Communications Firm signs a contract with a new client Farm World, a major competitor of Ag USA. ABC Marketing Communications Firm offers you a promotion to account executive and the opportunity to manage the Farm World account.

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

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify:

Case	Study	#13:
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XYZ Marketing Communications Firm represents the forestry products division of Ag USA. As a communications professional employed by XYZ Marketing Communications Firm, you are assigned to develop a pitch and presentation to solicit new business from Farm Products USA. The objective of the pitch and presentation is to add the lawn and garden products division of Farm Products USA as an account. The forestry product division of Ag USA does not directly compete with the lawn and garden products division of Farm Products USA, but the two companies are major competitors in other product areas.

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

2. <u>Identify internal/external factors that may influence the decision:</u>

4.	Identify parties that will be affected by the decision and the communications professional's obligation to each:
5.	Select the ethical principles to guide the decision: (from the AAEA Affiliate Code of Ethics)
6.	Make a decision and justify: