

## **IABC ACCREDITATION ETHICS QUIZ ANSWER KEY**

### **Answer #1:**

E. Article 8 of the IABC Code of Ethics states that professional communicators will "protect confidential information and, at the same time, comply with all legal requirements for the disclosure of information affecting the welfare of others." Since you were instructed to keep the information to yourself, it is confidential, and because of securities legislation, you cannot disclose any information at this point.

### **Answer #2:**

D. Article 8 of the IABC Code of Ethics states that professional communicators will "protect confidential information and, at the same time, comply with all legal requirements for the disclosure of information affecting the welfare of others." This is a publicly traded company and it is important that the information be disclosed for purposes of securities legislation. The only option is to move the announcement date up, as even speculative information in a newspaper report will have securities implications, so you have no choice but to announce it immediately.

### **Answer #3:**

C. Article 2 of the IABC Code of Ethics states, "professional communicators disseminate accurate information and promptly correct any erroneous communication for which they may be responsible." Labeling the product "new and improved" is not accurate. If the company insists on going ahead as originally planned, the communicator may have no option but to resign the account.

### **Answer #4:**

C. Article 11 of the IABC Code of Ethics states that communicators do not guarantee results that are beyond their power to deliver. You are in breach of the code if you guaranteed that your promotional campaign would lead to specific sales results beyond your capacity to deliver. Article 12 states that professional communicators are honest not only with others, but also with themselves, and using misleading or non-correlative measurements is a form of professional dishonesty.

### **Answer #5:**

C. There is no proof that violations have occurred, which is needed to bring a challenge based on Article 6 of the IABC Code of Ethics, "communicators obey laws and public policies governing their professional activities." Without having proof beyond rumors, you may be damaging a colleague's reputation by bringing attention to the issue.

### **Answer #6:**

C. Article 6 of the IABC Code of Ethics requires you to be sensitive to the spirit of all laws and regulations, including laws regarding defamation, slander and libel.

**Answer #7:**

D. Regardless of the industry practice, you must discuss any and all gifts with your immediate supervisor. You should also check your organization's internal policies. If neither your supervisor or the internal policies have any difficulty with accepting gifts (or a portion thereof)—and provided you don't consider accepting the gifts as a conflict of interest in selecting a conference site—you could technically adhere to the ethics policy by accepting the conference package and airfare reimbursement.

**Answer #8:**

C or D. "Professional communicators uphold the credibility and dignity of their profession...by fostering the free flow of essential information in accord with the public interest." By adhering to "journalistic ethics," the newspaper is withholding information in the public interest, namely the key information needed to capture a serial killer. Also, "the professional communicator seeks the truth and speaks that truth first to the self." This communicator considers it unethical to promote the story. He/she must inform the publisher that he/she cannot publish the articles. If necessary, the communicator must be prepared to find other employment.

**Answer #9:**

Yes. As an evaluation of the effectiveness of a campaign, an advertising equivalency is not enough. The communicator must demonstrate that the information led to some form of opinion or behavioral change among specific audiences—such as reporters, editors, customers, employees, shareholders or others. "Professional communicators do not guarantee results that are beyond the power of the practitioner to deliver." The advertising equivalency by itself is an implied result, and there is no understanding of whether messages were delivered and acted upon by specific audiences.

**Answer #10:**

Yes. Article 2 of the IABC Code of Ethics says, "Professional communicators disseminate accurate information..." This is different from illustrations. By using photographs to create a false reality, the information is not accurate and some form of disclaimer, such as "photograph is electronically enhanced" should accompany the visual image.

**Answer #11:**

Yes. Article 4 of the IABC Code of Ethics says, "Professional communicators are sensitive to cultural values and beliefs and engage in fair and balanced communication activities that foster and encourage mutual understanding." Article 1 of the IABC Code of Ethics says, "Professional communicators uphold the credibility and dignity of their profession by practicing honest, candid and timely communication..." Article 2 says, "Professional communicators disseminate accurate information..." By omitting all white males, the photographs are not creating honest, candid or accurate impressions of the MBA program. With some small effort, it is possible to strike a balance, in which all groups are represented and shown to be working and learning together, including the group that the university feels is over represented in current enrollment.