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PRL 214

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OPTION 3:

My corporation, LoveShackFancy, discovered a malfunction at one of its factories resulted in the accidental discharge of untreated wastewater into a local river. However, my boss asked that I not respond to media inquiries about the incident.

In this situation, I would approach my boss and recommend releasing a public statement addressing the issue. According to the PRSA Code of Ethics, honesty is a key ethical value, stating a company should abide by high standards of truth to advance the interest of its publics. Because of this, I believe that transparency is the best approach. Posting a statement and responding to media inquiries is not blowing the situation out of proportion, but rather establishes to the public that we acknowledge that we did make a mistake and are not trying to cover the fact that we are at fault. If we do nothing about the situation, it would be a very negative look on the company. Therefore, posting on our website or social media pages something along the lines of “We acknowledge the recent malfunction at one of our facilities that led to the release of untreated wastewater. We are deeply committed to environmental responsibility and are taking immediate steps to prevent such incidents in the future,” would be very beneficial. Also, I feel it would be unethical to respect the wishes to not respond to media inquiries about the incident. Not responding to media inquiries could lead to more damage through misinterpretation and escalation. Responding to media inquiries will establish that we are not trying to cover anything up and are deeply apologetic. A statement and responding to the

media fulfills the ethical obligation of honesty, while still maintaining a good relationship and reputation within the LoveShackFancy's publics.

Additionally, the PRSA value of loyalty emphasizes a company should be faithful to whom it represents while respecting its commitment to serve the public interest. A core element in LoveShackFancy's brand identity is the dedication it has to create a beneficial impact on the environment. The LoveShackFancy website states that it is committed to improving the environment and even though LoveShackFancy is a small brand, every small change makes a big difference. There is an entire section on the website that is dedicated to the environment, regarding the uses of remnant fabrics, packaging, collateral and organic fabric. Because the environment is such an important aspect to the company, I believe that it is important to establish that this was an honest mistake and express that LoveShackFancy is a true advocate for the environment. I feel that because LoveShackFancy takes pride in its activism to the benefit of the environment, not speaking out would contradict its values and appear hypocritical. The publics of LoveShackFancy must know that the statements about the environment on LoveShackFancy's website are not performative but a true indicator of what it is as a brand and the pride it takes in helping our planet.

All in all, taking responsibility aligns with honesty and loyalty in the PRSA Code of Ethic. I think the publics of LoveShackFancy will appreciate the transparency and will know LoveShackFancy lives by its values and takes environmental stewardship seriously, even when it means confronting difficult situations.

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Word Count: 495