

Directions: Click on the "Library & Research" in ulearn. From there, click Library Instruction. Click on the database your team is evaluating and follow instructions for each database. Then answer these **four questions as a team**. You can split them up by person or work together on each. Add your comments under your Group # below. Please add your names as well!

1. Find an article
2. Tell us about the article
3. Which guideline is violated in your source/article?
4. Cite the article!

[prsa.org](http://prsa.org)

Group 1 [Academic Search Complete](#)

Group 2 [Academic Search Complete](#)

Jennifer DePietro, Nick Gutekunst, Lauren Brennan, Daniela Fernandez

1. Dieselgate by Edin Mujkic and Donald Klingner
2. Volkswagen came out and lied that their vehicles were passing the emissions tests when they really were not. This violated the Clean Air Act because there were "defeat devices" in their vehicles in the form of computer software which helped them lie in the emissions tests.
3. Honesty and Disclosure of Information
4. Mujkic, Edin, and Donald Klingner. "Dieselgate: How Hubris and Bad Leadership Caused the Biggest Scandal in Automotive History." *Public Integrity*, vol. 21, no. 4, July 2019, pp. 365–377. EBSCOhost, doi:10.1080/10999922.2018.1522180.

Group 3 [Academic Search Complete](#)

Lauren Tanner, Sakiko Uematsu, Dora Waite

1. SPY WEAR by Michael Malone
2. A restaurant owner in Illinois uses high tech devices in addition to the cameras already in place of the building. Hiding cameras in small areas to spy on employees every move. Although it prevents theft it also diminishes the loyalty of the employees as well.
3. The guideline violated in this source is the honest value of PRSA as well as the disclosure of information.
4. Malone, Michael. "SPY WEAR." *Ebscohost*, 1 Apr. 2005, web-a-ebscohost-com.jwupvdz.idm.oclc.org/ehost/detail/detail?vid=8&sid=c2515633-2060-4167-a73f-6b8773fe67b6%40sdc-v-sessmgr01&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZSZZY29wZT1zaXRI#AN=16668306&db=fsr.

Group 4 [Academic Search Complete](#)

Braeden Krakosky, Daron Hughey, Aireus Raspberry

1. Inventing Conflicts of Interest: A History of Tobacco Industry Tactics
- 2.

Group 5 [Academic Search Complete](#)

Julianna Bard

1. Pet-food industry too slow: crisis-PR gurus. By: Neff, Jack, *Advertising Age*, 00018899, 3/26/2007, Vol. 78, Issue 13
2. This article speaks on how a pet-food company, P&G Lams (Menu Foods), knew about problems and complaints that customers were stating that their pets were dying from these cans of dog food. The first complaint was filed on February 20, but the recall did not happen until March 16. The recall happened once Menu Foods ran their own taste test and saw that the first 9 pets died who ate "wet food" products.
3. Disclosure of Information, Act promptly to correct erroneous communications for which the member is responsible, and Preserve the integrity of the process of communication.
4. Neff, Jack. "Pet-Food Industry Too Slow: Crisis-PR Gurus." *Advertising Age*, vol. 78, no. 13, Mar. 2007, p. 29. *EBSCOhost*,  
search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=24485967&site=ehost-live&scope=site.