

Plenary Session

Evidence-Based Ethics: How ECI's New Business Integrity Library Bridges Gaps as a Cross-Disciplinary Resource



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Business Integrity Library – Funding Rationale

A PUBLIC RELATIONS INDUSTRY PERSPECTIVE



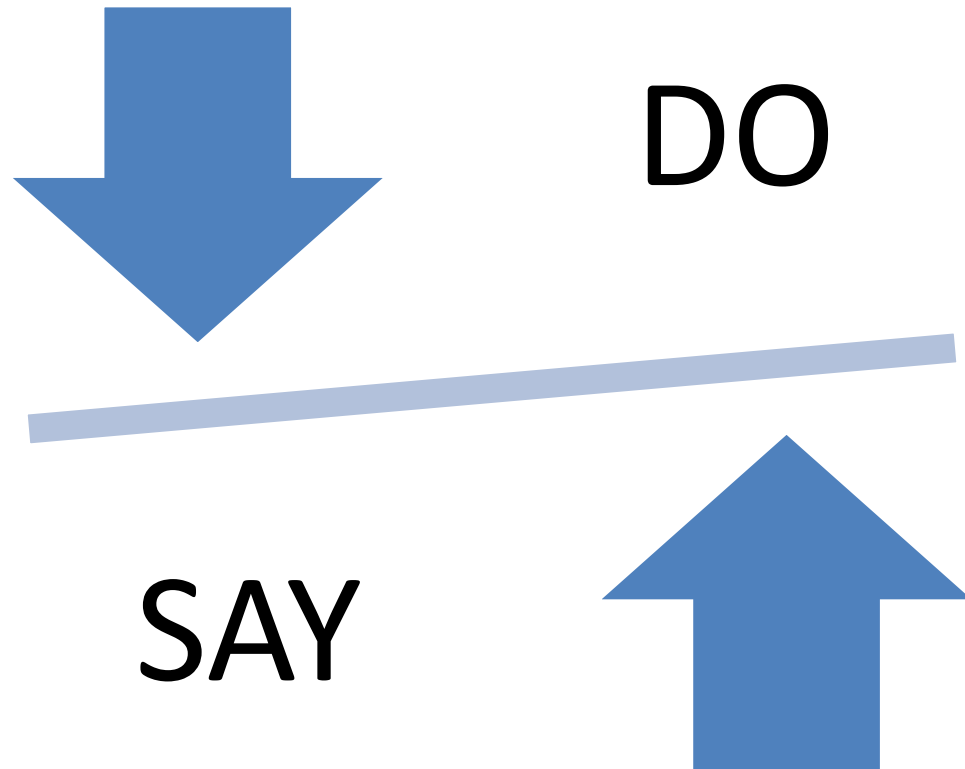
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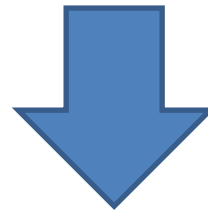
**Public
Relations**



Brand
Communication
("Say")

≠

Brand
Behavior
("Do")



Fractured Trust



Brand **BEHAVIOR + COMMUNICATION**

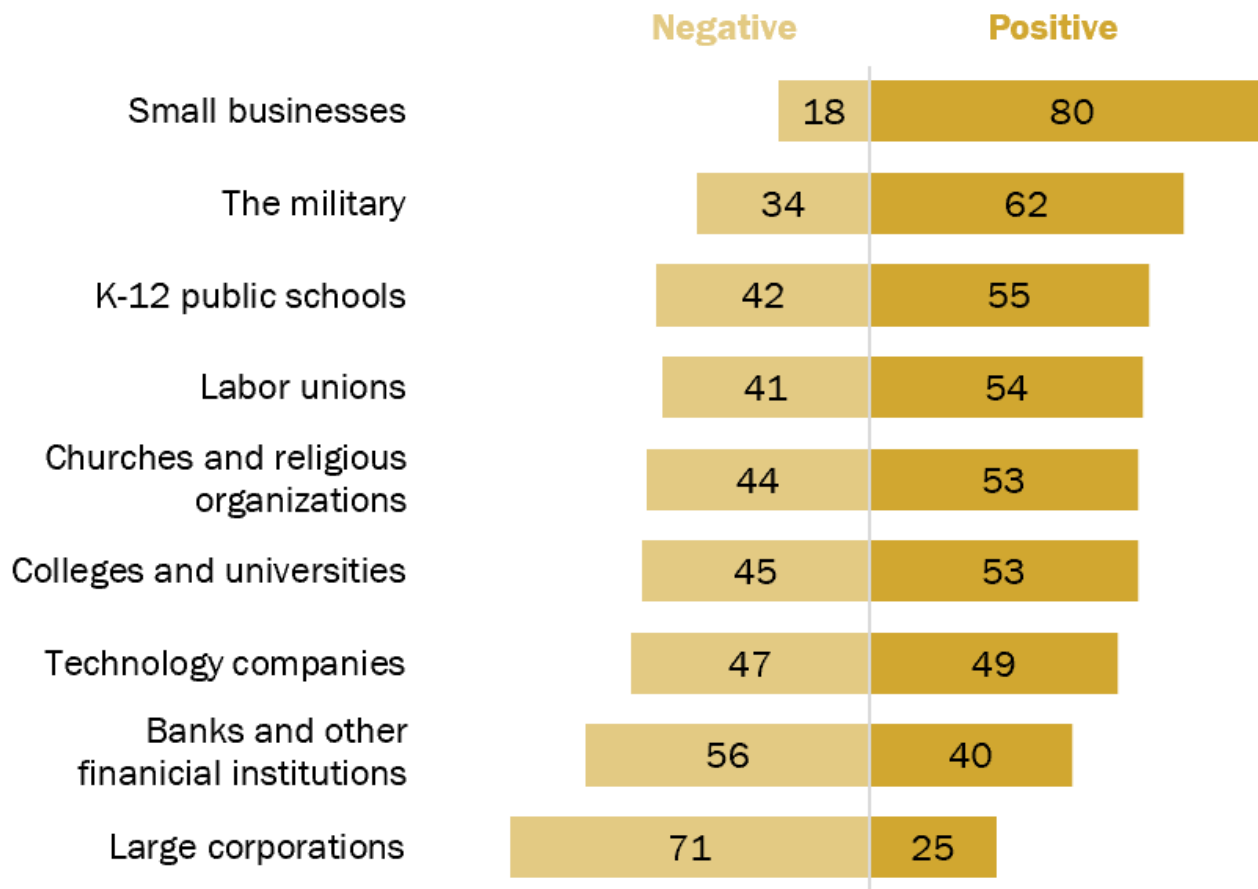
Brand / Stakeholder **RELATIONSHIPS**

Brand / Board C-Suite **REPUTATION**

TRUST or **DISTRUST**

Small businesses are broadly popular with the public, in contrast with large corporations and banks

% who say each of the following has a ____ effect on the way things are going in the country these days

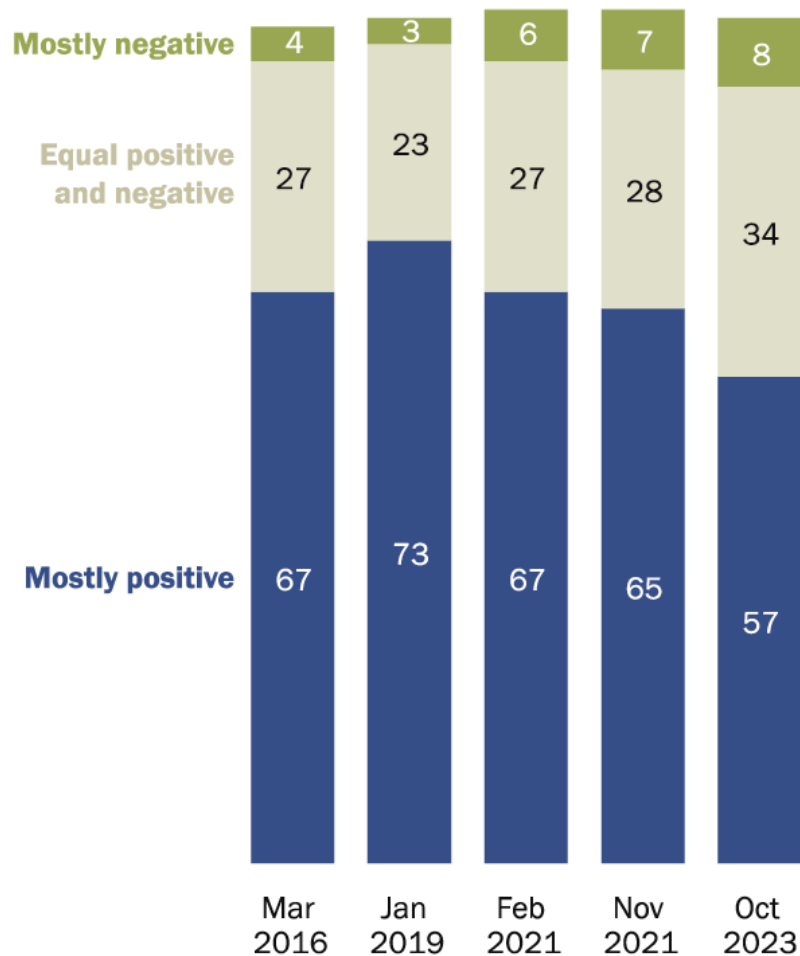


Note: No answer responses not shown.

Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

Fewer Americans now say science has had a mostly positive effect on society

% of U.S. adults who say science has had a(n) ___ effect on society



Note: Respondents who did not give an answer are not shown.

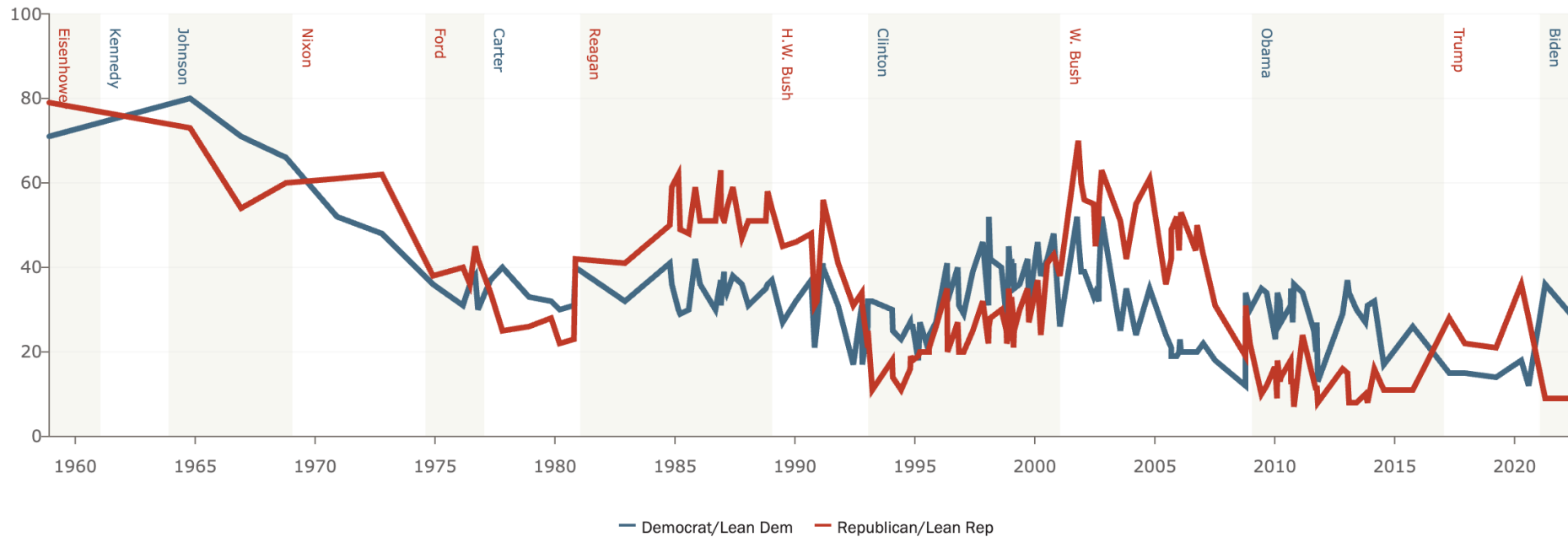
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

"Americans' Trust in Scientists, Positive Views of Science Continue to Decline"



Trust in government higher among members of party that controls presidency

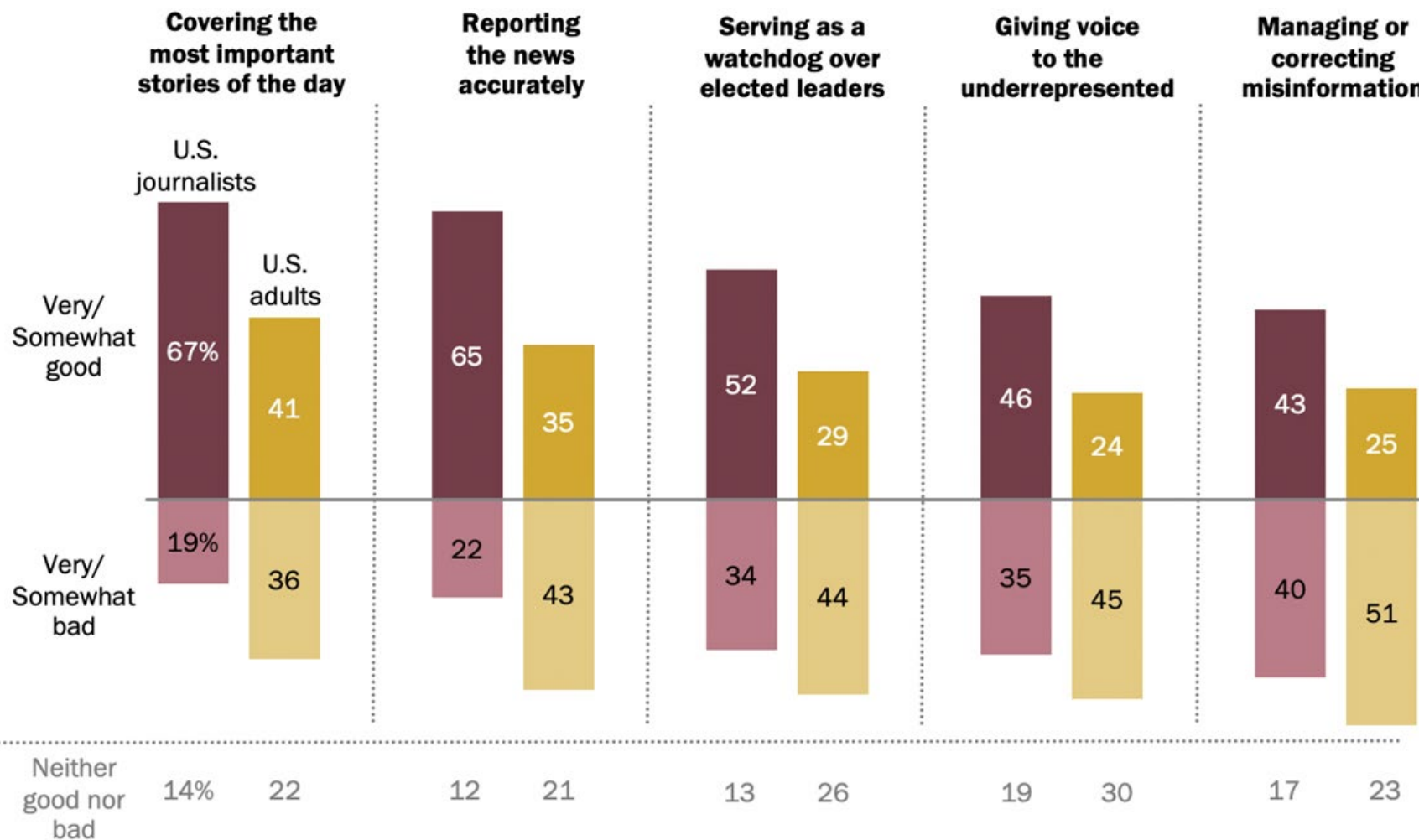
% who say they trust the government to do what is right just about always/most of the time



PEW RESEARCH CENTER

Journalists and the American public stand far apart on how well they think news outlets do in many of their core functions

% who say news organizations do a good or bad job at ...



Note: Respondents who did not answer not shown.

Source: Survey of U.S. journalists conducted Feb. 16-March 17, 2022. Survey of U.S. adults conducted Feb. 7-13, 2022.

“Journalists Sense Turmoil in Their Industry Amid Continued Passion for Their Work”



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[Crisis Management](#)[PR Insiders](#)

Does PR Have a Role in a Weinstein-Type Situation?



10/16/2017

By [Andrew Blum](#), [AJB Communications](#)



Hollywood's PR machine and its secret scandal

The powerful publicity machine that helped shut down the Weinstein story, and others like it, is part of the problem.

By Amy Hitchcock, Entertainment Producer

🕒 Monday 16 October 2017 11:48, UK





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Bridging the Say-Do Trust Divide: Evidence-Based Ethics

ECI

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