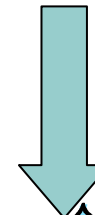
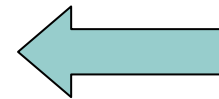
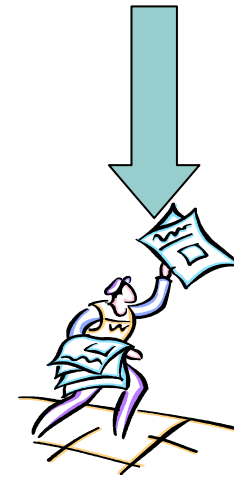
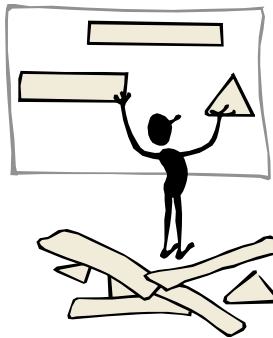
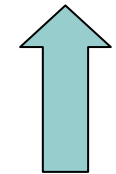
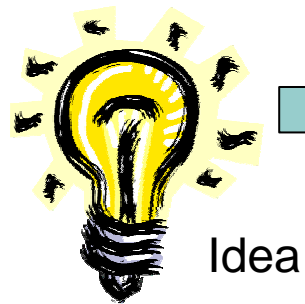


The Ethics Pyramid

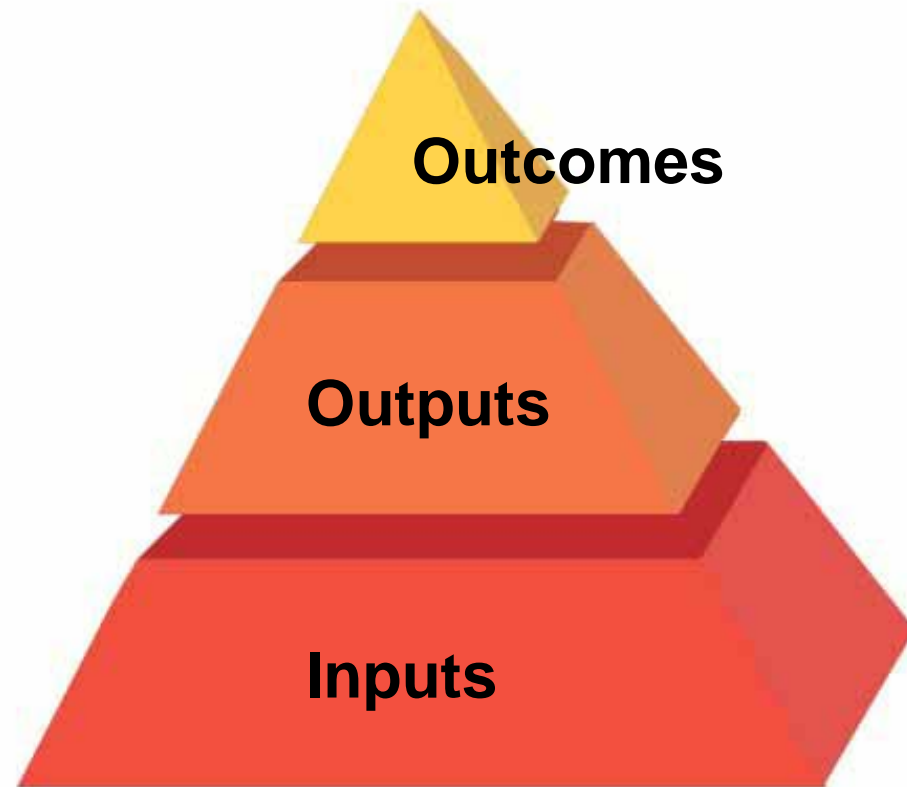
Elspeth Tilley
Massey University

The academic research to realworld practice process.....

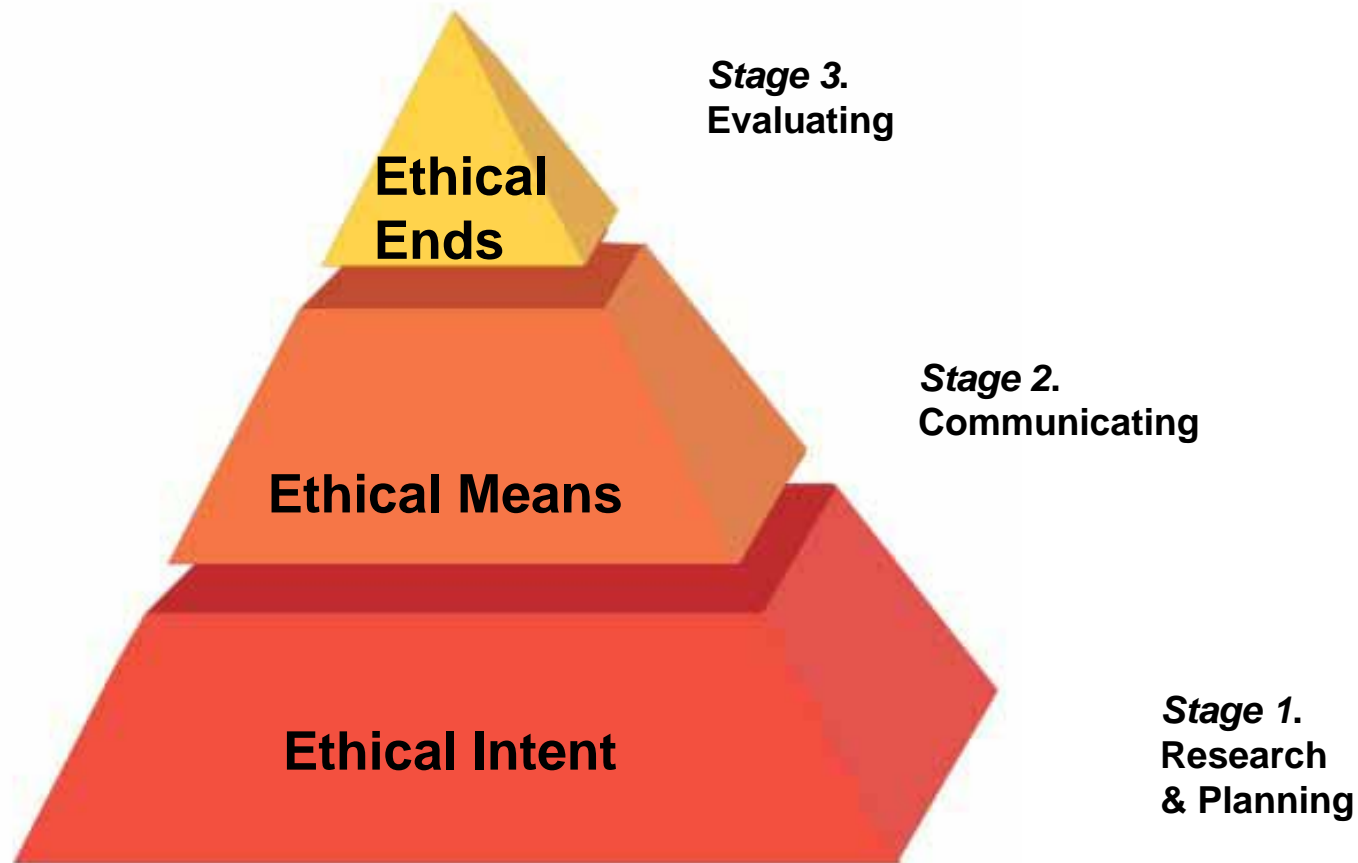


The idea.....

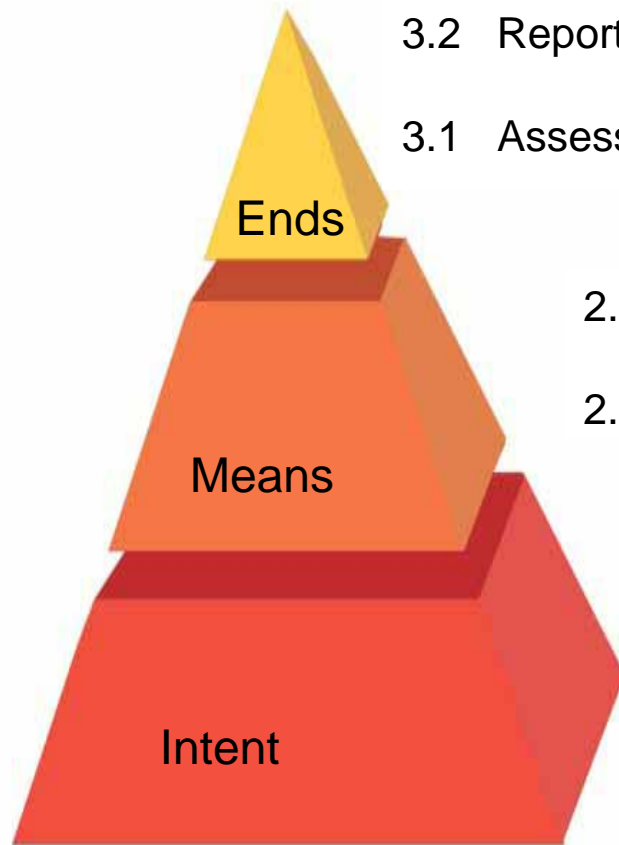
- From Macnamara's pyramid (2002)



The adaptation for ethics



How?



3.2 Report all ethics outcomes

3.1 Assess strategic ethics objectives

2.2 Adjust tactics to meet ethical objectives

2.1 Assess tactical objectives

1.3 Create measurable objectives

1.2 Choose ethical principles for virtues, rules, and outcomes

1.1 Research stakeholder ethics

For example...



Why is this helpful?

- Cuts through welter of conflicting ethics tools
- Enables cultural and personal customisation
- Three sequential steps
- Integrates with campaign process
- Encourages ethics measurement and reporting as a value-added proposition

References etc...

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- Tilley, E. (in press). The ethics pyramid: Making ethics unavoidable in the public relations process. *Journal of Mass Media Ethics*, 20 (4), forthcoming 2005.

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Please contact me if your workplace would like to be involved in testing the ethics pyramid:

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