You will select one of the scenarios below based on your birth month, and prepare your statement. You are allowed to improve on facts, but should recognize that each scenario is serious and treat the assignment with professionalism.

1. January—Healthcare, Inc.

A hacker illegally accessed thousands of the new digital health care records on file with Healthcare, Inc. and posted them directly to the Internet in an early morning protest against invasion of privacy. The hacker has not been identified, but local law enforcement is on the scene investigating the incident and the offending Web sites have been taken offline. Your company has received hundreds of calls concerning the incident. The federal government required the conversion to digital records last year, and your company complied with the order. Your company used a government-approved vendor for a no-bid installation of hardware and software to secure the digital records. You represent Healthcare, Inc.

2. February—Educational Services, Inc.

Half the senior class in your private magnet high school cheated on the graduation exam, and the rest were apparently aware of the cheating, as were many of the parents. An employee, a secretary with several employee passwords, allegedly gained access to the exam before its release and provided the questions and responses to her son, who then provided it to his friends. The employee was often provided login names and passwords to facilitate records processing for several administrators when they were off site, often at conferences. Headquarters wants to minimize the publicity but cannot in good faith issue diplomas to students who cheated. The employee has been dismissed for conduct, and an investigation is underway, but graduation is next week and the evidence against the cheating seniors is clear. They won’t be receiving their diplomas unless they pass an alternate version of the test that won’t be ready for sixty days. You represent Educational Services, Inc.

3. March—Software, Inc.

Your company recently released its latest version of a popular business and industry software program. Programs always have a few bugs or problems upon release, even after the most rigorous laboratory testing, but this program is apparently infested with bugs. Stories are popping up across the Internet about how the program doesn’t work, or specific features don’t work, and your customer service team has been responding to customer complaints. The software designers report it is an exaggeration to say “infested,” and point out that in all the trial tests it has worked perfectly. Your company is working on finding and addressing the issues, and is ready to create patch programs and issue refunds if necessary, but wants to prevent a recall and a loss of consumer confidence. You represent Software, Inc.

4. April—Electric Company, Inc.

An employee was consuming alcohol on the job and failed to adjust the voltage regulator. The voltage was increased by a considerable amount, causing several house fires, significant loss of property (appliances) and the death of an eleven-year-old child. The local media interviewed the employee’s spouse who stated the employee was working a double shift, that they had called someone to relieve them, and no one came. Your company is investigating, but has no new information. You represent Electric Company, Inc.

5. May—Online Market, Inc.

An online marketplace company has been accused by law enforcement of knowingly allowing users to sell stolen goods on their Web site. Since the company never handles any of the goods themselves, and simply facilitates the exchange of goods between buyer and seller via the short-term creation of a Web page with text and images provided by the seller, the company denies all responsibility. You represent Online Market, Inc.

6. June—ABC Engineering, Inc.

A 4.2-million-dollar, two-lane bridge recently completed collapsed into the local Blue River, taking with it three vehicles. The loss of life included four men, three women, and one unborn baby. Local media has interviewed workers who indicated they were rushed to complete the bridge to get a bonus for the construction firm. The construction firm indicates that their internal investigation points to a faulty design, but the architects, engineers, and government inspectors deny the charge. You represent ABC Engineering.

7. July—Package Delivery, Inc.

A class-action lawsuit has been filed in federal court against Package Delivery, Inc. A group of employees, all female, allege sexual harassment and discriminatory promotion practices against the company. They cite photos and calendars of a sexual nature hung in the workplace and allege that male colleagues with less seniority were promoted ahead of the female workers. You represent Package Delivery, Inc.

8. August—Hamburgers, Inc.

Hamburgers, Inc. is pleased to announce a new menu practice where the nutritional information and the calorie counts will be prominently displayed, helping consumers make healthy choices from the menu. Your supervisors have heard that there may be representatives of the Cow Liberation Group (which advocates vegetarianism) and several nutritionists (who perceive the company has not done enough to improve its products) at the press conference. You represent Hamburgers, Inc.

9. September—Headache Pills, Inc.

A person in New York died of cyanide poisoning, supposedly after taking a 200-mg Headache Pill made by your company. Your headache pills come in sealed, tamper-resistant packaging with child-proof protective caps. Some stores are voluntarily taking your product off the market. The U.S. Food and Drug Administration has announced an investigation, and the family of the person who died has threatened to sue. You represent Headache Pills, Inc.

10. October—Maisy Mayflower, Star Actress

You represent Maisy Mayflower as her spokesperson. She has recently returned from Bolivia where she adopted a two-year-old child. She already has three adopted children representing several countries. She is not married. Upon her return, a man claiming to be the child’s father came forward to the media in La Paz, Bolivia protesting the adoption, and the U.S. media has picked up on it. It is all over the Internet. The Bolivian government issued a statement that while they cannot confirm the legitimacy of his claim, the father of the child did not present himself at court during the announced hearing, nor did he present himself in the six months preceding the adoption. The child was legally declared abandoned, and legally adopted. You represent Maisy Mayflower.

11. November—Fast Food Restaurants, Inc.

A customer reported finding a severed human fingertip in soup purchased from Fast Food Restaurants, Inc. The soup and sandwich package was purchased at a Fast Food Restaurant as a take-out order. Your company has several quality controls in place to prevent accidents like this. Local law enforcement is investigating. The customer has taken pictures and posted them all over the Web, and made both libelous and slanderous comments against your company in media interviews and blogs. The customer has never been an employee of Fast Food Restaurants or its affiliates. You represent Fast Food Restaurants, Inc.

12. December—Congressman “Honest” Abe Johnson.

The honorable Congressman from the State of Denial was apprehended in Ecuador for solicitation of a minor. The local media reports that a young girl approached him when he was with his traveling group and he offered to take a picture of her. The mother appeared, spoke to him, and slapped him in the face. She says the congressman offered her money for time alone with her daughter. The congressman stated to local law enforcement, according to a conversation with his spouse from jail, that all he did was compliment her on her daughter, something like “what a fine daughter you have,” in his best Spanish. You represent the Congressman.