Viral Video

After seeing dozens of tv news stations create “viral videos” based on ridiculous stories, your boss asks you to seek out the next big video clip that will be huge on YouTube. You think you have a good lead. After a neighborhood shooting in Chicago, Illinois, one reporter asked a four year old boy, “Are you going to stay away from guns when you get older?” And the boy responded, “No, I’m gonna get me a gun. I’m gonna be a policeman!” If you cut off the last sentence, it looks like the little boy is saying, “No, I’m gonna get me a gun” and wants to be a gangster. Your boss loves the idea and asks you to post the clip on your YouTube account to generate publicity for the tv station. You feel uncomfortable because it’s taking the boy’s quote out of context, and you don’t want negative responses from the community.

What do you do?

Paparazzi Meltdown

As a famous celebrity, you know you have a luxurious lifestyle, but it doesn’t come with privacy. Photographers are trying to get your picture all the time; reporters are always stopping by, tracking you down, and calling you with questions. Your phone is always ringing about setting up broadcast interviews. When one paparazzi got a hold of your phone number, they posted it to Twitter causing hundreds of fans to start calling and texting your once private number. You have the phone number, email address, and home address of the paparazzi who did it, but the police say there was no invasion of privacy and no laws violated, so they won’t pursue charges against him.

What do you do?