

Communication Ethics and Law Case Study Analysis Due October 18 (100 Points)

Guidelines: Read Case Study on “Chocolate Milk’s Magical Powers Gets Flagged

- Read case in ch 2 of your textbook
- Study references attached to the assignment
- Read HealthNews Review link attached to the assignment
- Take notes of possible answers for all questions, yours or not
- Read Worksheet 1 for Case Study Analysis on the Documents
- Submit detailed response to discussion questions below based on the Case Study above.

Discussion Questions:

1. What prompted this chocolate milk controversy?

The University of Maryland (UMD) reported a news release in January 2016 which claimed the new form of Chocolate Milk that labeled as *Fifth Quarter Fresh* to help young athletic to prevent any injuries.

The Health News Review (HNR) is a news report which journalists write and concentrate on their interest on discussing about health. They reflect this issue does provide readers enough credit because they did not find a research to support their claim on medical benefits.

2. Using the PRSA’s code of conduct, what are the values and code provisions involved in this case?

The values of the PRSA that involved in this case, the researchers and reporters used in a honesty, expertise, independence, and loyalty. They also used the code provisions that is based on their legal studies: disclosure of information, conflicts of interests, and enhancing the profession.

3. What were the issues with the University’s news release about the chocolate milk study? Refer to the Health News Review’s criteria and the University’s Investigative report recommendations.

The last news that the Health News Review (HNR) reported from the investigation which was located in the University of Maryland without an important policy and procedural guidelines for publishing and product endorsement which many people engaged in studying on the high-sugary dairy product research which lead to a lot of misunderstanding address the conflict of interest.

The HNR took their time reach out to the UMD. However, the UMD told them that there is “no comment” or they could make a respond on their web page, once its release. However, their story went viral and it appeared on Washington Post, Politico, and their local newspaper, Baltimore Business Journal (BBJ).

The main issue did not please the reporters of HNR because all officials did not have a chance to talk to them and reported that UMD provide the illusion of transparency however, maintaining a small organizations out and they held their reputation besides the public good. HNR and the BBJ asked to review a copy of the Institutional Review Board (IRB) protocol, the main researcher's conflict of interest form (COI), made an research agreement between the university and the local school system. They told them that they need wait until further notice.

Investigation found that the development on the research. Consequently, it performed unsuccessfully, the project's second phase about athlete concussion scores, did not receive an independent review, which caused the researchers to not move forward to disclose to COI. They examine the lab which earned money from Allied Milk Foundation which Fifth Quarter Fresh associated with. The researcher did not participate the university policy when he or she endorsed a commercial product to release the news reporting. The recommendations from this release did find the research on peer-reviewed article to release and seek an information.

4. What are HealthNewsReview's 10 criteria for evaluating the accuracy, balance and completeness in health care news releases?
 1. [Does the news release adequately discuss the costs of the intervention?](#)
 2. [Does the news release adequately quantify the benefits of the treatment/test/product/procedure?](#)
 3. [Does the news release adequately explain/quantify the harms of the intervention?](#)
 4. [Does the news release seem to grasp the quality of the evidence?](#)
 5. [Does the news release commit disease-mongering?](#)
 6. [Does the news release identify funding sources & disclose conflicts of interest?](#)
 7. [Does the news release compare the new approach with existing alternatives?](#)
 8. [Does the news release establish the availability of the treatment/test/product/procedure?](#)
 9. [Does the news release establish the true novelty of the approach?](#)
 10. [Does the news release include unjustifiable, sensational language, including in the quotes of researchers?](#)

5. What were the potential conflicts of interest HealthNewsReview identified from the University of Maryland news release titled "Concussion-Related Measures Improved in High School Football Players Who Drank New Chocolate Milk, UMD Study Shows"?

The relationship between the Fifth Quarter Fresh and the researchers, they did not clarify whether the Fifth Quarter give any additional information or fundings or no inexpensive products to research. There was no solution to disclosure whether the researcher of the organization to find profits from any marketing sales to increase based on the evaluation in marketing campaigns. There is a claim that this product (high-protein chocolate milk beverage) benefits other dairy products that does need to compare with other beverages.

6. Was the University of Maryland's choice to interact with top tier new media rather than HealthNewsReview help its cause? Explain your answer.

No, the University of Maryland did not make the decision with the top tier rather than HNR support its consequences because it provide the illusion of transparency to maintain small news company. In order to respond the question to whomever in company or who ask the damage to the company's reputation besides their actions that should be classified as it seemed to be hidden or placing their self-interest beyond the optimistic side.

7. Did HealthNewsReview's blog posts grow the issue? Explain your answer.

The Health News Review's blog grew the issue. Compare with The Health News Review and other News sources were not enlightened of this situation until it begun to publish their posts to address the issue. The UMD aimed if they did not report this issue, nobody would understand the wrongdoing or mistake that they made, Health News Review will not eventually occurred.

8. What did the University of Maryland's Investigation Recommend?

The University of Maryland's Investigation Recommend that news release address if the reasearch study appeared as a peer-reviewed articles and accept the concept for publication and to implement the protocol to reflect the news releases.

9. What does HealthNewsReview recommend to prevent similar types of problems faced by the University of Maryland?

Health News Review needs to do a Health and Medical Research to prevent similar types of problems to challenge the University of Maryland, otherwise, if they continuously do their research independently, it will become very difficult to work on a news reporting, they should be a "doing a health and medical research, it's a strategy that gives the illusion of greater transparency while keeping the stone wall firmly in place," which what they should done is to stay away of this simply by self-disclosing and transform in the beginning of the story.

References

Why won't the University of Maryland talk about the chocolate milk/concussion study it was so eager to promote? (2016, January 11). Retrieved from <https://www.healthnewsreview.org/2016/01/why-wont-the-university-of-maryland-talk-about-the-chocolate-milkconclusion-study-it-was-so-eager-to-promote/>

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