Working Within a Legal Framework Paper details: 1)You work for a company that is experiencing a downturn in its stock price. The company president suggests the stock could go up if you write a news release about a new, highly advanced product. The R&D department, however, says the product is only in the prototype stage and may not available for another year. Does writing and distribution of such a news release violate any SEC rules? Why or Why not? 2)You work in media relations for a company. A local reporter calls you to tell you that one of the company’s employees has just been named “Citizen of the Year” by the chamber of commerce. She’s on deadline and wants you to give her as much information as possible about the employee’s position, home address, marital status, number of children, hobbies, and so on so she can write a good profile of this outstanding citizen. What should you do? How can information be given legally? why? 3)The vice president of marketing for a microbrewery wants to jump on the “green” bandwagon, so he suggests that you write a news release proclaiming that all ingredients in the beer come from organic growers. He also says that the company’s beer is the only one on the market that uses organic ingredients. Before you write the release, what questions would you ask him? How would you write a release that would satisfy FTC guidelines? What questions should be asked to make sure the release is written in a legal matter?