

COLLEGE of CHARLESTON

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*cotc.edu
(include web address)*

To: Jessica Simons
From: Kylie Moehrke
Date: January 17, 2012
RE: Resignation of John Schmidt

Dear Miss Simons,

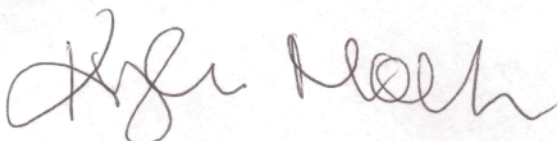
I regret to inform you that I cannot write the release that you requested, regarding the resignation of the College of Charleston football coach John Schmidt. While I do agree that the public needs to know about his resignation, I cannot falsify a reason for his and the college's actions.

The statement that Coach Schmidt has voluntarily resigned to "explore new challenges," violates the PRSA's Code of Ethics as well as the TARES test. The statement may be the literal truth, as Coach Schmidt did technically resign, however it leaves out a crucial part of the story and is therefore not entirely truthful. The release of this statement would fail to show respect for the audience, and be taking advantage of their lack of information. People are bound to find out the truth about the coach's resignation eventually, whether from the student herself or any other source that may have heard a rumor. The truth will come out, and if we release this false statement the backlash will be monumental.

Releasing this statement would be lying to the public. While Coach Schmidt is technically resigning, I am sure you are aware that the statement is implying it is voluntary. The fact that the college is paying him makes it a forced resignation, and news of a cover-up is bound to generate more scandal than the scandal itself. While Coach Schmidt's actions were in no way acceptable, the College of Charleston's act of covering it up would prove to be even worse - as we have seen in the recent scandal at Penn State.

I am sorry to decline this assignment, but I cannot violate the ethics of the PRSA or my personal code of ethics. Thank you for your understanding.

Sincerely,



Kylie Moehrke