

## THE FRONT PAGE TEST

A quick way to identify an ethical issue is to use the "Front Page Test". When you are considering doing something, but your intuition makes you hesitate, ask yourself these questions:

How would you feel if this decision was reported on the news? What would your response be if a decision made in private suddenly became public?

If you were giving someone you loved advice, what would you tell them to do in this situation?

Would it damage your reputation or UF's reputation?

Would you be comfortable if somebody else was doing this?

If someone was watching what you did today, knowing nothing else about you, what would they say your values are? Would that be true?

Can you live with this decision? Will it keep you up at night?

Does it feel right? What is your conscience/gut telling you?

How would you explain this decision to your boss?

Will your action involve actual or potential harm to someone or something?

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These questions help highlight potential problems. Because they make us focus on what others would think, they can help prevent us from taking special advantages for ourselves. Of course, the "Front Page Test" is not enough to determine the best solution. It is one of many tools you can use in your decision making. Refer to the Decision-Making Flow Chart for another resource.

