To write the essay you will need to view Joseph L. Badaracco’s Defining Moments: A Framework for Moral Decisions. The Defining Moments video is available on-line through the Business Source Complete (BSC) database on the University of Iowa website (http://www.lib.uiowa.edu/biz/; type Business Source Complete into the SmartSearch field; the database will be your first hit). Once in the BSC database, click on the link to the Business Videos library, and do a search for “Defining Moments.” Your search should take you to Badaracco’s Defining Moments video.

*The Washington Post* presents an interesting scenario surrounding the publication of a new book, *Go Set a Watchman.* You should read the article in its entirety and use the facts and statements therein in composing your essay.

**Essay scenario:**

*The Washington Post* article concerns the publication of a new book and the mental capacity of its author, Harper Lee (the famous author of *To Kill a Mockingbird*, who died on Feb. 19, 2016). For most of the 50-plus years since the publication of *To Kill a Mockingbird*, Ms. Lee had typically kept herself out of the public eye and had never published another work. The manuscript for *Go Set a Watchman* was written by Ms. Lee approximately 59 years ago. It was not published until 2015 after it was discovered among other papers by her attorney, Tonja Carter. Upon announcement of its impending publication, *Go Set a Watchman* immediately became the most pre-ordered title in history, with an initial print run of 2 million copies being scheduled. The consensus was that no matter how good (or bad) the book was, it would be highly profitable.

Some people believe that Ms. Lee never intended for the book to be released, while others contend that she did. At the time of publication, Ms. Lee was 88 years old, reputed to be deaf and blind, and, arguably, had diminished mental capacity. At the time of publication, Ms. Lee’s statements were being provided through Ms. Carter. Some people believe Ms. Carter was manipulating Ms. Lee for her own (Ms. Carter’s) gain.

Suppose you were the publisher to whom *Go Set a Watchman* was brought. What would you do in this situation? Would you publish the book or not? Use the following steps to assist you in structuring your answer (although you should not write the essay as just answers to the series of questions below). Your essay should

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have a clearly articulated thesis and effective claim statements for paragraph topic sentences in which you develop your position.

- What is the ethical issue or problem?
- What are the critical facts related to your decision?
- What are possible solutions/actions/responses?
- Who will be affected by your decision? (Who are the stakeholders?)
- What is the effect of the likely solutions/actions/responses on the stakeholders?
- What is your decision? How do you propose to justify your decision based on Badaracco's four Frameworks for a Decision (i.e., best net/net, individual rights, messages sent about character, and what will work in the world as it is) and your own primary ethical values?
- What makes your decision “ethical”?

**Format:**

Your essay should be written in paragraph form, with indented paragraphs and no headings or bulleted points. Essays should be between 3 – 4 double-spaced pages (one-inch margins, page numbers and 12-point font). Essays longer than 4.5 pages will not be eligible for the competition. The essay should have an original title.

All Tippie undergraduates are eligible for the contest. Essays should be submitted as a Word doc. to Pamela Bourjaily, Frank Center director no later than May 2.

Thanks to the generosity of Mary Prappas, monetary awards will be given to the students whose essays are considered by the essay contest external review judges to be top-ranked. First, second, and third-place winners will receive $3,000, $2,000, and $1,000, respectively, to be credited toward their U-bills assuming they are continuing students at the UI. Finalists for the 2016 contest will be determined in mid-May and will have to agree to revise their essay over the summer to be eligible for the final round of judging in September. Winners will be announced in October.