

## Green Spin Book Club Discussion Questions



Was MicroGXT engaged in greenwashing? What evidence can you offer?

How well did MicroGXT handle the crisis communications? What would you do differently?

What do you think of Portland PD's handling of the crisis communications with the media?

What were the ethical dilemmas brought up during this crisis? Where they handled well?

Was Wall's attitude about his company's environmental sustainability typical? How did he view the green public relations effort in his company?

How did the news coverage of the hostage situation influence the hostage crisis itself? Does the speed of online news create ethical problems?

Was Fox News bound legally or ethically to suppress their insider video of the unfolding crisis?

Should the police have given the gunman Internet access? Was the police chief correct in informing Fox News about the gunman's laptop access to news?

Was Raymond correct not to take questions in his first press conference with Chief Watson? Why or why not?

Post hostage crisis, what steps did MicroGXT take that built public goodwill toward the company? Was it the right decision to hold off on external press releases related to company human resource enhancements?

Were the police correct in delaying communication between Ruetten and Wall? What may have happened if they spoke openly sooner?

How did the author's [life experience](#) influence Green Spin?

What parts of the book were your favorites, least favorites?

Was the ending satisfying?