

THE  
**SITUATION ROOM**  
★ ★ ★ EXPERIENCE

## CASE STUDY

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You are a journalist writing a story about a fire in an abandoned warehouse in downtown Los Angeles. You have heard rumors that the CEO of the company which owns the warehouse (LMNOP) hired someone to set fire to the building. LMNOP's stock prices dropped fifteen percent last quarter. However, the rumors of arson have not been verified and the family of the LMNOP CEO and LMNOP major shareholders are referring to the rumors as slander. The family of the LMNOP CEO and major shareholders of LMNOP are accusing a competing company of planting these rumors.

You have the chance to gather information from the sources listed below. Please rank the sources from 1 – 5 with 5 being the “best” source. Explain why you made your choices.

- A reporter friend of yours who usually covers business operations for a competing newspaper.

RANK: |

Explanation: |

- A reporter friend of yours from your own agency who usually covers foreign affairs outside of the United States.

RANK: |

Explanation: |

- Someone who says they are an eyewitness and saw an acquaintance of theirs set the fire. Your witness claims to have special information related to the person of interest's personal troubles.

RANK: |  
Explanation: |

- The official blog of the Mayor of Los Angeles which just released information about the strained relationship between the CEO of LMNOP and the mayor of Los Angeles.

RANK: |  
Explanation: |

- The son of the CEO of LMNOP who would like to talk with you to "set the record straight."

RANK: |  
Explanation: |