

**Public Relations Society of America**  
**Board of Ethics and Professional Standards**  
**Code of Ethics Case Study Series**

**Communicating Across the Divide**

A national nonprofit focused on environmental advocacy is preparing a public campaign urging bipartisan support for clean energy legislation. The PR team has crafted messaging that emphasizes job creation and economic benefits to appeal to conservative lawmakers, while also highlighting climate justice for progressive audiences. However, a board member insists on removing all references to racial and social equity, arguing that such language will alienate conservative donors and damage bipartisan efforts. Meanwhile, several staff members express concern that erasing these references would betray the organization's mission and communities they serve. The PR director must decide how to communicate the campaign's goals without compromising core values or jeopardizing political traction.

- 1. Define the specific ethical issue and/or conflict.**
- 2. Identify internal/external factors that may influence the decision.**
- 3. Identify key values.**
- 4. Identify the parties who will be affected by the decision and define the public relations professional's obligation to each.**
- 5. Select ethical principles to guide the decision-making process.**
- 6. Make a decision and justify.**