

Public Relations Society of America

Board of Ethics and Professional Standards

Code of Ethics Case Study Series

Public Relations Ethics Case Study #6

You are the public relations professional for a housing developer. Your company's next project is multi-family housing for middle-income families. In gathering information related to the project, you find that the land for the complex was the site of a landfill. An EPA report shows very low levels of contaminants that are not life-threatening hazards. You discuss this information with your supervising boss, who is not a public relations professional, and recommend ways to explain the landfill history in promotional materials. Your boss tells you that the landfill information is not to be included in the materials. He does not want this issue proactively discussed. What do you do?

1. Define the specific ethical issue and/or conflict.
2. Identify internal/external factors that may influence the decision.
3. Identify key values.

