

# PR Ethics

*take it personally*

*The Public Relations Society of America is committed to ethical practices. Each of us sets an example for each other by our pursuit of excellence with powerful standards of performance, professionalism and ethical conduct.*

## PRSA VALUES

**HONESTY** We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

**INDEPENDENCE** We provide objective counsel to those we represent. We are accountable for our actions.

**LOYALTY** We are faithful to those we represent, while honoring our obligation to serve the public interest.

**EXPERTISE** We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

**ADVOCACY** We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

**FAIRNESS** We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

## PRSA CORE PRINCIPLES

**COMPETITION** Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.

**CONFLICTS OF INTEREST** Avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers, and the public.

**FREE FLOW OF INFORMATION** Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.

**ENHANCING THE PROFESSION** Public relations professionals work constantly to strengthen the public's trust in the profession.

**DISCLOSURE OF INFORMATION** Open communication fosters informed decision making in a democratic society.

**SAFEGUARDING CONFIDENCES** Client trust requires appropriate protection of confidential and private information.