

As members of the PRSA College of Fellows, we value...

Advocacy: An obligation to advocate for truth, accuracy and fairness for all those whom we represent and to elevate the importance of our profession.

Civility: Respect, kindness, consideration, deference and compassion for those we encounter every day. A belief that these are essential behaviors that truly define the consummate public relations professional.

Distinction: Excellence, achievement and esteem that set apart PRSA Fellows as recognized experts in the profession.

Diversity and Inclusion: The fundamental dignity and worth of the individual and respect for human rights as cardinal virtues of our members, our profession and the world at large.

Principles: Ethics, integrity, honesty, fairness and all codes of moral conduct define the essential character of a PRSA Fellow.

Service: Sharing what we have learned, striving to inspire others and being role models to professionals and students of our craft and to those communities we serve.

Vision: Leadership qualities and the foresight that is essential to guide the profession today and the capacity to help nurture future generations.

Approved: April 27, 2021