

# **Member Statement of Professional Values**

This statement presents the core values of PRSA members and, more broadly, the public relations profession. These values provide the foundation for the Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

# **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.



#### **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.

### **LOYALTY**

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



PROFESSIONAL VALUES



## **INDEPENDENCE**

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

# **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.





#### **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.