

# PR ETHICS & PROFESSIONALISM



Public Relations

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# In the real world of work, PR professionalism is important, that's why :

- ✱ PR have to confident with her/his professional ability.
- ✱ Have to responsibility with her/his statement and attitude.
- ✱ Have a capability and braveness in giving any advice.
- ✱ His/her goal is to prove to themselves and to management about knowing the business well.
- ✱ Become a mirror and window for corporate.
- ✱ Every statement and opinion which you express should have the real value.



Those items above, generally touching two scope :



- ✿ Ethic's aspect of PR work.
- ✿ Considerations of professionalism PR.



# From Ethic's Aspect :

- ✱ Generally PR work adjustable in PR ethic code which has standard.

(In America there PRSA pr Public Relations Society of America, every member of these society submissive to the ethic code that made by this society)

- ✱ Eventhough permit sometimes needed in PR work, it doesn't guarantee that professionalism can be defensible.



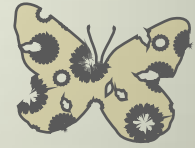
# From professionalism PR :

- ✿ Have a capability in her/his sector.
- ✿ Make their own ethic code and submmissive to it.
- ✿ Active in association that make their professionalism ethic code.
- ✿ Able to make PR easier to understand by media, management, and it's public.
- ✿ PR work not only just profession, but also for people's prosperity.



# Professional code of conduct in PR activity :

- ✿ PR should work professionally ( in profession and attitude).
- ✿ PR should pay attention to : their skill, knowledge, and experiences.
- ✿ PR professional should perform well in front of their colleagues, media, client, management and surrounding.



# Those behavior adjustable in :



- ✿ IPRA (International PR Association).
- ✿ PRCA (PR Consultant Association) with their own ethic code (Code of Consultancy Practice).



# PR Code of IPRA :

- ✱ Standard professional behavior :

Every member should appreciate :

1. Public interest.
2. Self esteem of every member.
3. Their own responsible personally, honestly and fair to : management, client, colleagues, media and public.





# PR Code of IPRA :

- ✱ Overspread the information :

1. PR has no admittance to give wrong information.
2. Able to handle a thing correctly.
3. Has a positive job to defend the integrity and accuracy.



# PR Code of IPRA :

- ✿ Mass Communications :

Members are not allowed to be involved in practice that inclined to fraudulence.

- ✿ Don't conceal for any importance.
- ✿ Keep the secret information.
- ✿ Avoiding conflict of interest.
- ✿ No tips or any fee in every job that handled by PR.



# PR Code of IPRA :

- ✱ There's no money importance.
- ✱ Not promises for a thing in the future.
- ✱ Can not replace other member.
- ✱ Not promises a gift to them whose get a certain job.
- ✱ Parliament used is allowed to get the informations.



# PR Code of IPRA :

- ✿ Do not spoil other's profession.
- ✿ Do not teaching a wrong thing to someone else.
- ✿ Taking care of PR reputation.
- ✿ Support the role of this profession.
- ✿ Appreciate other's profession and no taking side to other's profession.



# THANK YOU

