

PRSA Code of Ethics

Advocacy

"Provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate"

Fairness

"Deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public"

Honesty

"Adhere to the highest standards of accuracy and truth in advancing the interests of those we represent"



Loyalty

"Faithful to those we represent, while honoring our obligation to serve the public interest"

Expertise

"Advance the profession through continued professional development, research, and education"

Independence

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