

GLOBAL PROTOCOL
ON
Ethics
IN
PUBLIC RELATIONS

Declaration of Principles

A profession is distinguished by certain characteristics or attributes, including:

- Mastery of a particular intellectual skill through education and training;
- Acceptance of duties to a broader society than merely one's clients/'employers
- Objectivity
- High standards of conduct and performance

We base our professional principles, therefore, on the fundamental value and dignity of individual. We believe in and support the free exercise of human rights, especially freedom of speech, freedom of assembly, and freedom of media, which are essential to the practice of good public relations.

In serving the interest of clients and employers, we dedicate ourselves to the goals of better communication, understanding, and cooperation among diverse individuals, groups and institutions of society.

We also subscribe to and support equal opportunity of employment in the public relations profession and lifelong professional development.

We Pledge

To conduct ourselves professionally, with integrity, truth, accuracy, fairness, and responsibility to our clients, our client publics, and to an informed society;

To improve our individual competence and advance the knowledge and proficiency of the profession through continuing education and research and where available, through the pursuit of professional accreditation;

To adhere to the principles of the Code of Professional Standards for the Practice of Public Relations.

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PUBLIC RELATIONS SOCIETY OF INDIA