

PR Ethics and Professionalism

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Ethics?

The value system by which a person determines what is right and wrong, fair or unfair, just or unjust.

Ethics

Internal Drivers	External Expressions
Moral-----↗	Ethic
Attitude-----↗	Opinion

Decisions

- Truth
- Promise keeping
- Loyalty
- Commitment

Ethical Principles

- Teleology
- Deontology
- Aristotle's Golden Mean
- Kant's Categorical Imperative
- Utilitarianism
- Rawl's Veil of Ignorance
- Judeo/Christian Principle

The Potter's Box

- Define the Situation
- Identify Values
- Select Principles
- Choose Loyalties

Professionalism in PR

- Independence
- Responsibility to the public
- Concern for the profession
- Loyalty to the profession

Professionalism: Licensing

• Pro: Defines Practice	• Con: Infringement of First Amendment
• Pro: Uniform Curriculum	• Con: State Function
• Pro: Uniform Ethical Standards	• Con: Difficult to Define PR
• Pro: Banish "Amateurs"	

No Licensing?

So, how do we make PR a profession?

We don't...

PR is not a profession, per se. But PR practitioners are PROFESSIONAL.

Define Profession

- Discrete body of knowledge
- Taught at college/university
- Professional associations
- Interaction > academics and practitioners
- Practices in the public interest
- Independent control of profession
- Code of ethical conduct
- Licensed by government

PR Professionalism

- Accreditation (APR)
- Continuing Education
- Professional Development
- Education

More Ethics

- Honesty
- Business ethics
- Respect others' positions
- Develop trust
- Balance: organization loyalty and duty to the public

Ethics with the Media (Credibility)

- Honesty
- Learn deadlines
- Always return calls in a timely fashion
- Never lie
- Never say "No comment"
- No gifts
- Newsworthy stories, ideas and leads
- Return calls
- Meet deadlines
- Customer service

Your career in PR

- Corporations
- Nonprofits
- Entertainment
- Sports
- Travel
- Government
- Military
- Education
- International

PR Pros Personal Attributes

- Work with words
- Analytical skills
- Creativity
- Persuasion
- Presentation skills

Essential Abilities

- Writing
- Research
- Planning
- Problem solving

Starting out

- Journalism, psychology and management courses
- Internships
- Mentors
- Associations

Entry-level salaries

- PR: \$27,000 to \$30,000 (add \$8K to 10K w/ master's degree)
- Radio: \$23,000
- TV: \$22,000
- Journalism: \$21,000

Questions?
