

CODE OF ETHICS

CHELSEA BUCZEK

As a new strategic communication professional, I expect to come across challenges in my career. However, using the following values as a guide for who I am and what I stand for guide my ethical decisions in the workplace. Decisions will not always be easy to make, but remembering which values are most important to me will remind me to be mindful of the time and effort it takes to practice ethical decision making.

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1 HONESTY

Because public relations professionals are responsible for distributing information to the public, I am obligated to remain honest and precise in all communication including, spoken, visual and print. I intend to work in the best interest of my client through strategic representation and conveying the best message possible, I will not lie by withholding facts and information in an effort to make a situation seem better than it is.

2 RESPECT

I will show the same respect to others as I expect for myself. No matter the circumstances of the day, I will hold myself accountable for treating others well in an effort to maintain beneficial personal and professional relationships.

3 RESPONSIBILITY

I will fulfill my commitments to the public, my clients and myself. I will take into consideration the commitments I already have before accepting new ones. I will think through the consequences that will occur if I can't fulfill my promises. In my choice to accept responsibility, I will also hold myself accountable for mistakes and shortcomings and strive to correct them. I will aim to put my clients' needs first without compromising my duty to the public.

4 NEUTRALITY

I will take into consideration others points of view in a situation before making a judgment. This includes not allowing my experiences and perceived notions to affect my work. I will act as a voice for the voiceless even when their opinions are not my inherent way of thinking. I will be open-minded and understanding of those who hold contrary beliefs and those who are from other cultures, backgrounds and religions.

5 REPUTATION

I will not compromise the reputation of my profession, my client or myself by engaging in unethical behavior. Not only does this include my professional conduct but conduct in my personal life as well. I believe that earning and maintaining the public's trust does not stop at the end of a work day. It is a continual effort that everyone in any profession should work toward. Earning the public's trust is earning their respect, and practicing ethical conduct shows respect for the profession, the public, the client and myself.