

Board of Directors

President
 Immediate Past President
 President-Elect
 Secretary
 Treasurer
 Vice President of Membership
 Vice President of Programs
 Vice President of Public Relations
 Assembly Delegate(s)
 Ethics Officer
 PRSSA Liaison
 Accreditation Chair
 Job Bank Coordinator
 Communications Manager
 Ombudsman

PRSSA Chapter

University of Texas at San Antonio

Documents and Reference

Board and Committee Job Descriptions

Bylaws of the San Antonio Chapter of PRSA (2003) – *See Pages 22-24*

PRSA Member Code of Ethics – *See Pages 25-27*

Strategic Plan of the San Antonio Chapter of PRSA (for the current year)

San Antonio Chapter board member reference information

Declaration of Principles

Members of the Public Relations Society of America base their professional principles on the fundamental value and dignity of the individual, holding that the free exercise of human rights – especially freedom of speech, freedom of assembly and freedom of the press – is essential to the practice of public relations. In serving the interests of clients and employers, we dedicate ourselves to the goals of better communication, understanding and cooperation among the diverse individuals, groups and institutions of society and of equal opportunity of employment in the public relations profession.

- We pledge to conduct ourselves professionally, with trust, accuracy, fairness and responsibility to the public.
- We pledge to improve our individual competence and to advance the knowledge of the profession through continuing research and education.
- We pledge to adhere to the article of the *PRSA Member Code of Ethics* as adopted by the Assembly of the Society.

PRSA Mission

Our mission is to advance the practice of public relations by:

- Uniting those engaged in the profession.
- Encouraging continuing education of practitioners.
- Playing an active role in all matters affecting the practice of public relations.
- Formulating the objectives and interpreting the functions of public relations – and those who practice it – to the public.
- Strengthening the relationships of public relations professionals with employers and clients, with government at all levels, with educators, with media and with the public.
- Encouraging high standards of conduct and public service.

Chapter Web Address

<http://www.prsanantonio.com>

National Headquarters

33 Maiden Lane, 11th Floor
 New York, NY 10038-5150
 Phone 212-995-2230
 Fax 212-995-0757
<http://www.prsa.org>

Regular Chapter Activities

Monthly Chapter Luncheons

Chapter luncheons are excellent networking and learning opportunities held the first Thursday of each month (except holiday weeks, such as January and July).

Professional Development

Topic-specific seminars are held at least once per year. The chapter also hosts national teleseminars to make them available to members at greatly reduced rates.

Award-Wining Gift of Guidance Program

Every year, the San Antonio chapter of PRSA helps local non-profit organizations beef up their public relations and marketing efforts during its annual Gift of Guidance program. PR counselors meet with representatives from local non-profit organizations during the December chapter luncheon. Non-profit organizations wishing to participate must submit an application. The project is limited to 501(c)3 organizations that do not have the benefit of PR counsel. Winning charities are invited to send up to two representatives to attend the luncheon and participate in a free

public relations counseling session with professional public relations practitioners in developing a mini-PR plan. This program has received the national chapter excellence award.

PRSA Del Oro Awards Program

The San Antonio chapter's new awards program celebrates the achievements of many public relations practitioners in San Antonio. The program includes categories for tactics (El Bronces) and PR programs (Las Platas) based on the national Bronze Anvil and Silver Anvil competitions, but with condensed subcategories. The chapter has also created individual awards similar to the national Gold Anvils, though ours were for lifetime achievement, PR professional of the year, community service, and a horizon award to recognize newcomers to the profession (with less than five years experience). The lifetime achievement award is named for one of our founding members, Tex Taylor (now deceased).

Job Bank

The chapter provides an online service to notify job seekers of openings and to help employers find candidates.

Accreditation Support

More than 25 percent of the San Antonio Area chapter's 100-plus members are accredited. The chapter is happy to assist test candidates who are preparing for the accreditation exam.

Byline and Web Site

The chapter distributes an electronic newsletter to members and other professionals each month. Other information is posted on the chapter web site at www.prsanantonio.com.

Fundraising – Patrons Program

The San Antonio chapter has established a Patrons Program modeled after Chicago's program. Local businesses are invited to donate \$500 to the chapter and receive promotional benefits throughout the next year.

Student Leadership

San Antonio has one PRSSA chapter at UTSA. The professional chapter supports the students with financial contributions, guidance from a professional liaison who sits on the chapter's board of directors, and mentorships.

“The governing body of the chapter shall be a board of directors, consisting of the:

- *President,*
- *President-Elect,*
- *Secretary,*
- *Treasurer,*
- *Immediate Past President,*
- *Vice President of Membership,*
- *Vice President of Public Relations,*
- *Assembly Delegate(s),*
- *Vice President of Programs,*
- *PRSSA liaison,*
- *Accreditation Chair,*
- *Ethics Officer*
- *Job Bank Coordinator*
- *Communications Manager*
- *Ombudsman and*
- *Other committee chairs as determined by the board.”*

ARTICLE V – BOARD OF DIRECTORS, SECTION 1. COMPOSITION. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

“Any director who misses more than three consecutive board meetings without an excuse acceptable to the board may be given written notice of dismissal by the chapter president...”

“There shall be at least four meetings each year of the board of directors... It shall meet at the call of the president or upon call of any three members of the board of directors. Notice of each meeting of the board shall be given to each director personally or by mail at least seven days in advance.”

“A majority of the board of directors shall constitute a quorum for all meetings of the board.”

ARTICLE V – BOARD OF DIRECTORS, SECTION 4. REMOVAL, SECTION 5. BOARD MEETINGS, SECTION 6. QUORUM. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by ensuring that it focuses on its stated mission.

Responsibilities

Help the chapter grow.

Attend board meetings in accordance with the bylaws. When unable to attend board meetings, provide written report to chapter president in advance of the meeting or have someone serve as a replacement.

Participate in chapter functions and meetings.

Participate in strategic planning process to establish chapter objectives and formulate chapter policy for achieving them. Prepare for the chapter’s future through long-range and short-range planning, monitor implementation and evaluate results.

Support the profession and the future of the chapter by actively providing leadership development opportunities for chapter members. Such opportunities range from participation in leadership development training to participation in chapter committees and a succession of leadership roles.

Provide a budget projection to the treasurer for each goal. Monitor expenditures.

Assist in obtaining sponsorship for chapter activities and in-kind donations. Help work toward the chapter’s effort to increase its reserve fund.

Hold the properties of the chapter as needed.

Represent the chapter in the profession and community through cooperative action and ongoing public relations.

Assess the profession and needs of chapter members. Evaluate chapter activities and programs to ensure the needs of members are addressed.

Ensure that the chapter and the board of directors operate efficiently and in accordance with the chapter and national bylaws and in the best interest of chapter members.

Advise and recommend policies, procedures, plans and programs to the chapter board of directors.

Serve on ad hoc committees, as necessary.

If unable to fulfill a particular responsibility or complete a task, arrange for someone else to do so and notify the chapter president.

Train successor(s). For example, meet to review pertinent materials, invite him or her to attend a board meeting, and assist in any way necessary to ensure a smooth transition.

Committee Chair

“In addition to the nominating committee, there shall be standing committees on programs, membership and eligibility, professional development, accreditation, awards, job placement, fundraising, education and student chapter liaison, community service, and public relations.”

ARTICLE VIII – COMMITTEES, SECTION 1. STANDING COMMITTEES. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Special committees may be established and appointed by the president with the approval of the board of directors.

ARTICLE VIII – COMMITTEES, SECTION 2. SPECIAL COMMITTEES. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

“The chair of each committee shall report its activities regularly to the board of directors. All committee activities shall be subject to approval by the board of directors.”

ARTICLE VIII – COMMITTEES, SECTION 3. COMMITTEE REPORTS. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by facilitating a specified chapter committee to ensure that it focuses on and successfully achieves its goals.

Responsibilities

Schedule and preside over committee meetings (formal or informal).

Recruit and actively involve chapter members to serve on the committee. Support the profession and the future of the chapter by actively providing leadership development opportunities for chapter and committee members.

Provide a projected budget to the chapter treasurer and ensure that the committee stays within that budget. Secure board approval for all committee expenditures or exceptions to the budget.

Provide a report to each meeting of the board of directors and secure its approval for the direction of the committee.

Evaluate the function of the committee to ensure that the stated purpose is addressed and that the committee continues to serve a needed role for the board.

Collaborate with other committees and board members as necessary.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Committees

Strategic Planning committee (chaired by president-elect)

Accreditation committee (reports to president-elect)

PRSSA Liaison committee (reports to president-elect)

Job Bank committee (reports to president-elect)

Fundraising and Sponsorship committee (reports to treasurer)

Nominating committee (chaired by president-elect)

Membership committee (reports to vice president of membership)

Professional Development committee (reports to vice president of programs)

Hospitality committee (reports to vice president of programs)

Communications Management committee (reports to vice president of public relations)

Publicity committee (reports to vice president of public relations)

Public Service committee (reports to vice president of public relations)

“The president shall preside at all meetings of the chapter and of the board of directors. He or she shall appoint all committees with the approval of the board of directors and shall be ex-officio member of all committees except the nominating committee. He or she shall perform all other duties incident to the office.”

ARTICLE VI – OFFICERS, SECTION 2. PRESIDENT.
BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA
(2003)

Purpose

Provide leadership to the board of directors and ensure it meets its goals and responsibilities. Serve as chief spokesperson for the chapter. Promote chapter programs.

Responsibilities

Chapter Level

Preside at all meetings of the board of directors and membership meetings of the chapter. Prepare the agenda for each meeting. Ensure professional and timely operation of the meetings. When unable to attend, contact the president-elect or immediate past president to preside.

Direct the overall operations of the chapter. Oversee the planning and goal-setting process. Assure that chapter proceedings are consistent with guidelines set forth in the chapter bylaws. Recommend and direct the execution of policies and programs in the interest of members and with the approval of the board of directors.

Appoint (in cooperation with the board of directors) committee chairs and committees ensuring that the potential of each member is recognized. Serve as ex-officio member of all committees except the nominating committee. Instruct committee chairs of their responsibilities and evaluate their progress periodically.

Coordinate the functions of all board members and committees. Ensure that the committee structure operates

smoothly and that the purpose of committees is routinely evaluated.

Mediate board or chapter conflicts, as necessary and appropriate.

Respond to inquiries from members and non-members.

Accept speaking engagements as the official representative of the chapter, as appropriate.

Provide members with local, district and national information. Facilitate communication between the board of directors and chapter members.

Formally welcome new chapter members and thank chapter volunteers and board members.

File an annual report of chapter activities with the national PRSA office within 30 days after the end of the year.

Serve on the board of directors as immediate past president in the following year.

District Level

Maintain contact with PRSA Southwest District officers. Communicate district and national news to the San Antonio board of directors and to chapter members to encourage active participation in and maximum benefit from PRSA services and activities.

Provide information requested by district officers.

Work with the chapter treasurer to assure payment of district dues and fulfillment of all other obligations of the chapter.

Represent the San Antonio chapter within the PRSA Southwest District. Participate in the national assembly along with the assembly delegate. Complete and submit credential forms for the chapter's assembly delegate. Select an alternate if the delegate is unable to attend an national assembly.

Participate in the annual Southwest District conference. Encourage board member and chapter member participation in the Southwest District conference. Participate in the annual Southwest District meeting portion of the national assembly.

National Level

Maintain frequent communication with the national office for the purpose of providing current information to the board and to members.

Supply information and documentation to the national office throughout the year.

Receive information from the national office each month and communicate that information to the board and to members in a timely manner.

Participate in a conference call at least quarterly with a member of the national PRSA board of directors for the purpose of receiving an update on board action. Communicate the information to the local board in a timely manner.

Communicate with the chapter delegate(s) to the national assembly and assure that chapter views and concerns are presented by the delegate(s). Assure that an assembly report is provided to chapter membership.

Immediate Past President

“The officers of the chapter shall be the president, a president-elect, a secretary, a treasurer, a vice president of membership, vice president of programs, and a vice president of public relations. The officers shall be elected by the chapter membership at the annual meeting for a term of one year beginning January 1 next ensuing and until their successors are elected and installed.”

ARTICLE VI – OFFICERS, SECTION I. CHAPTER
OFFICERS. BYLAWS OF THE SAN ANTONIO CHAPTER OF
PRSA (2003)

Purpose

Provide leadership to the chapter by continuing to serve on the chapter’s board of directors for one year following a term as chapter president, to provide continuity and experience.

Responsibilities

Maintain a leadership role for the chapter by serving as a mentor and key resource for the chapter by particularly the president and the board of directors.

In the event the president and president-elect are unable to serve in their respective capacities, the immediate past president is next in line of temporary succession as the presiding officer.

Assist and advise the chapter president in coordinating and directing committee activities and chapter operations.

Serve as a member of the nominating committee for the board of directors.

Lead the review and recommendation of changes to the chapter bylaws as needed.

Advise the president on matters of policy and procedure.

“The president-elect shall, in the absence or disability of the president, exercise the powers and perform the duties of the president. He or she shall also generally assist the president and perform such other duties as shall be prescribed by the board of directors.”

ARTICLE VI – OFFICERS, SECTION 3. PRESIDENT-ELECT. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

“There shall be a nominating committee of no fewer than three members appointed by the president with approval of the board of directors at least 60 days prior to the annual meeting of the chapter.”

ARTICLE VII – NOMINATING AND ELECTIONS. SECTION 1. NOMINATING COMMITTEE. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by assisting the president. Learn and prepare for assuming the role of the chapter president in the following year.

Responsibilities

Perform all duties of the president if he or she is absent or unable to perform those duties.

Assist the chapter president in coordinating and directing committee activities and chapter operations. Monitor chapter activities regarding the “minimum standards for chapters.” Advise the president of any potential problems.

Consult and assist the president on matters of policy and procedure.

Oversee activities of the strategic planning, accreditation, PRSSA liaison, job bank and nominating committees, assuring that activities are completed in a timely manner. Solicit progress reports from each committee chair for the purpose of reporting to the board of directors at its monthly meeting.

Serve as chair of the strategic planning committee and the nominating committee for the board of directors.

Recruit members for the strategic planning, accreditation, PRSSA liaison, job bank and nominating committees.

Nominating Committee

Identify qualified, able and interested candidates for future chapter leadership.

Invite chapter members to volunteer for positions or to submit nominations.

Identify a slate of candidates for each chapter office for the upcoming year. Also, suggest other chapter members to serve as assistants and committee members as a method of developing future leaders.

Contact each candidate and explain the responsibilities of the position to be filled. Supply a copy of the position description. Ensure that each candidate has agreed to serve if elected.

Facilitate chapter elections according to the bylaws. Ensure that process follows the appropriate time line. For example, a list of the nominees must be mailed to the chapter members at least 30 days prior to the elections.

Evaluate nominating process and make recommendations, as appropriate.

Provide a report to the president-elect prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Strategic Planning Committee

Work with the board of directors to facilitate the establishment of long-term and short-term goals for the chapter.

Coordinate the planning, agenda and retreat activities associated with establishing the strategic plan.

Coordinate tracking and evaluation activities to monitor chapter member participation in and degree of satisfaction with chapter programs. Provide periodic updates to the board of directors.

Provide a report to the president-elect prior to each meeting of the board.

Job Bank Committee

Establish and execute a strategic plan to maintain the San Antonio chapter job bank and to promote its use by members and non-members.

Respond promptly to requests for information about the job bank from job seekers.

Identify job openings for inclusion in the chapter job bank.

Promote the chapter job bank service to public relations professionals and human resource departments in the San Antonio area.

Provide a report to the president-elect prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Accreditation Committee

Establish and execute a strategic plan to promote the accreditation to potential candidates, prepare candidates, conduct the tests and support APR maintenance.

Activities may include, but not be limited to:

- Supporting members interested in pursuing accreditation.
- Notifying membership of upcoming accreditation exams.
- Conducting study sessions prior to each accreditation exam.
- Promoting accreditation inside and outside the chapter.
- Coordinating administration of the exam.
- Evaluating the exam process.

Provide a report to the president-elect prior to each meeting of the board of directors. Provide a report to the chapter assembly delegate prior to the national assembly and to the president prior to Southwest District meetings.

PRSSA Liaison Committee

Establish and execute a strategic plan to support the Public Relations Student Society of America (PRSSA) chapter at the University of Texas at San Antonio by giving the chapter professional guidance.

Attend PRSSA meetings and events.

Encourage participation by students in chapter activities, programs and board meetings. This may include corporate sponsorship of students at programs, PRSSA chapter reports to the San Antonio chapter board and special communications to students.

Encourage chapter members to support students in a variety of ways such as giving guest lectures to classes, hiring interns, working with students on projects, sharing their experiences with students (mentoring), and leading resume review sessions.

Coordinate a shadow day each year (at least) to provide students to spend time with a professional at his or her place of work. Secure professionals willing to participate, match professionals with students, communicate appropriate expectations to all.

Provide a report to the president-elect prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

“The secretary shall keep records of all meetings of the chapter and of the board of directors, send copies of such minutes to Society headquarters, issue notices of all such meetings, and perform other duties customarily pertaining to the office.”

ARTICLE VI – OFFICERS, SECTION 4. SECRETARY.
BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA

Purpose

Provide leadership to the chapter by maintaining accurate and detailed chapter records.

Responsibilities

Perform duties as outlined in the chapter’s bylaws, serving as a primary conduit of information to the chapter and the board of directors.

Take minutes at board meetings and give them to the president within two weeks of the meeting for distribution to all board members. Revise the minutes as deemed necessary by the board of directors and place a final copy in the permanent chapter archives. Send copies to the district chair and national office contact.

Work with the chapter president to distribute notices of board meetings.

Maintain the official chapter records, including chapter bylaws and policies, meeting minutes, contracts, and

(2003) communications to the board, chapter or individuals.

Handle official correspondence on behalf of the chapter at the request of the board of directors or president.

Maintain the chapter’s post office and check the box prior to each board meeting and as deemed necessary.

Renew the box each year, providing the post office with the new officers’ names. Distribute keys to the president and treasurer as well.

Oversee the chapter’s stationery needs, reprinting letterhead and envelopes as deemed necessary.

Work in conjunction with the vice president of membership to maintain up-to-date membership and mailing lists for the chapter.

“The treasurer shall receive and deposit all chapter funds in the name of the chapter, in a bank or trust company selected and approved by the board of directors. He or she shall issue receipts and make authorized disbursements by check after proper approval by the president or board of directors. He or she shall prepare the chapter’s budget, make regular financial reports to the board of directors, and render an annual financial statement to the chapter membership and perform all other duties incident to the office.”

ARTICLE VI – OFFICERS, SECTION 5. TREASURER.
BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA
(2003)

Purpose

Provide leadership to the chapter by supervising and recording the income and disbursement of chapter funds.

Responsibilities

Develop the chapter’s operating budget reflective of planning activities and projects.

Maintain a break-even budget or better for the fiscal year. Work with the chapter and the board of directors to increase the chapter’s reserve fund.

Ensure proper safekeeping of all chapter funds, issue receipts and keep accurate, detailed records of chapter funds.

Negotiate contracts with vendors as necessary, in coordination with related board members.

Collect chapter dues, issue receipts and disburse chapter funds with proper approval. Cooperate with PRSA national office by promptly supplying requested information about chapter dues, etc.

Collect luncheon and other event registration payments. Coordinate chapter billings for luncheon and other event no-shows.

Advise board of directors of financial status by supplying detailed reports of monthly and year-to-date income and expenses. Solicit progress reports from the committee chairpersons for the purpose of reporting to the board at its

monthly meetings.

Provide an annual financial statement to the chapter membership.

Recruit members to serve on the fundraising and sponsorship committee.

Serve as chair of the fundraising and sponsorship committee, assuring that activities are completed in a timely manner. Solicit progress reports from each committee member for the purpose of reporting progress to the board of directors at its monthly meeting.

Fundraising and Sponsorship Committee

Create and consider a variety of proposals to raise funds and awareness of the chapter.

Develop and execute a strategic plan for fundraising.

Develop and execute a strategy for soliciting sponsorship for chapter activities and donations of in-kind services.

Provide a report to the treasurer prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Vice President of Membership

“The vice president of membership shall direct the chapter’s recruiting of new members and retention of current members, maintain the roll of membership, provide membership materials to those seeking membership, and perform all other duties incident to the office.”

ARTICLE VI – OFFICERS, SECTION 6. VICE PRESIDENT OF MEMBERSHIP. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by maintaining the membership of the chapter and providing for viable membership growth.

Responsibilities

Recruit members to serve on the membership committee who will plan and execute membership recruitment and retention activities.

Oversee activities of the membership committee, assuring that activities are completed in a timely manner. Solicit progress reports from each committee member for the purpose of reporting progress to the board of directors at its monthly meeting.

Respond promptly to inquiries about membership.

Review all applications for membership for eligibility before submitting them to the national office.

Maintain the official chapter membership records, including membership status (local memberships and national memberships) and mailing addresses.

Provide a report to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Membership Committee

Planning

Coordinate annual survey of chapter members regarding such items as awareness of PRSA services (available locally and nationally), usefulness of chapter programs and services (e.g., *Byline*), and wants and needs for chapter programs and services. Collaborate with other board members and committees regarding their needs for chapter survey questions and results.

Establish a membership plan (with goals, objectives, strategies, time lines and evaluation) to guide committee activities throughout the year for which the committee will serve the chapter. Utilize results of chapter tracking and evaluation activities and the membership survey as well as information from the national office regarding membership feedback.

Membership Recruitment

Recruit members for the San Antonio chapter. Membership recruitment activities may include, but not be limited to:

- Providing membership materials and/or a membership display at each monthly meeting and major event.
- Contacting all visitors within five business days of their attendance at monthly meetings to answer questions and invite them to join the chapter.
- Responding promptly to inquiries about membership.
- Monitoring business news to identify new persons in the community or people in new career positions that are prospects for membership.
- Calling or writing to identified prospects to invite them to attend a monthly meeting and/or invite them to join.
- Hosting a “new member breakfast” periodically to welcome new members, answer questions, and encourage active chapter involvement.

Membership Retention

Retain existing San Antonio chapter members. Membership retention activities may include, but not be limited to:

- Developing and implementing strategies to welcome and mentor new members. Encourage new members to participate in chapter activities and leadership development.
- Developing, producing and distributing membership materials, including the annual membership directory.
- Providing communications manager with information about membership activities and new member profiles.
- Monitoring membership rolls (local chapter rolls and national office rolls) to identify non-renewing members.
- Following up with non-renewing members to determine the reason for non-renewal and to encourage the continuation of membership.
- Identifying member needs, interests and other information that will facilitate the continuation of membership in the San Antonio chapter.
- Communicating relevant information to the board of directors to maximize member retention.

Membership Roll

Assist the vice president of membership in maintaining the official chapter membership records. Activities may include, but not be limited to:

- Keeping the official membership roll updated.
- Auditing the roll to ensure accuracy in relationship to the list provided by the national office.
- Providing a list of new and non-renewed members and address changes to the board of directors at each monthly meeting.
- Providing lists and mailing labels (or addresses on disk) to board members and others as necessary.
- Monitor requests for mailing lists from other organizations.

Vice President of Programs

“The vice president of programs shall plan the regular monthly meetings of the chapter, with input from the board of directors; arrange all travel, hotel and support required by speakers; and perform other duties incident to the office.”

ARTICLE VI – OFFICERS, SECTION 7. VICE PRESIDENT OF PROGRAMS. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by coordinating the chapter’s programs to provide members with programs of interest and benefit through enhancement of the practitioner’s specific skills, general body of knowledge and innovative ideas.

Responsibilities

Establish a plan for chapter programming for the upcoming calendar year and for January of the next year. Continually review chapter measurement tools related to programming (including member surveys, tracking and evaluation results) to ensure that the programs are meeting the membership’s needs. Keep up-to-date on industry trends to ensure programs are timely and of value to the membership. Speakers should be scheduled for the year as early as possible, with some allowance for flexibility as timely issues develop.

Coordinate all program activities and secure approval of final program ideas from the board of directors. If the vice president of programs elects to form a program committee, committee members should assist in developing program ideas, contacting speakers, promoting programs and handling logistical arrangements.

Recommend to the board of directors and purchase speakers’ gifts for the entire year.

Support the timely, appropriate promotion of upcoming programs by providing program and speaker(s) information to the chapter’s communications manager for publicity

purposes, to the vice president of public relations for distribution of news releases and advisories, and to the hospitality committee for distribution of announcements.

Serve as chief liaison between the chapter and program presenters. This includes sending a confirmation letter and any requested information to the presenter, welcoming presenters at the meeting, and sending follow-up thank you letters on behalf of the chapter.

Coordinate the agenda for the chapter meeting with the chapter president. Prepare introductions of the speaker and/or program prior to the monthly membership meeting.

Keep accurate records of (in conjunction with other board members) contracts, projected and actual costs and revenues, communications, attendance, program evaluations, and suggestions for future programs.

Negotiate contracts with vendors as necessary, in coordination with the chapter treasurer.

Maintain lists of possible speakers. Obtain suggested lists from other chapters and the national office.

Recruit members for the professional development and hospitality committees. If desired, recruit members for a program committee.

Oversee all activities of the professional development, hospitality and program committees, assuring that all activities are completed in a timely manner. Solicit progress reports from each committee member for the purpose of reporting progress to the board at its monthly meeting.

Professional Development Committee

Coordinate the chapter’s professional development program(s) to promote continuing education of public relations strategies and tactics and to support leadership development.

Establish a plan for chapter professional development programming for the upcoming calendar year. Review chapter measurement tools related to programming (including member surveys, tracking and evaluation results) to ensure that the programs are meeting the membership’s needs. Keep up-to-date on industry trends to ensure programs are timely and of value to the membership.

Coordinate all program activities and secure approval of final program ideas from the board of directors.

Support the timely, appropriate promotion of upcoming programs by providing program and speaker(s) information to the chapter’s communications manager for publicity purposes, to the vice president of public relations for distribution of news releases and advisories, and to the hospitality committee for distribution of announcements.

Keep accurate records of (in conjunction with other board members) contracts, projected and actual costs and revenues, communications, attendance, program evaluations, and suggestions for future programs.

Facilitate logistical arrangements in conjunction with the hospitality committee.

Provide a report to the vice president of programs prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Hospitality Committee

Support chapter programs by handling the logistical arrangements for chapter membership events. Hospitality activities may include, but not be limited to:

- Coordinating the event site – select event location, negotiate contract, make reservations, arrange room set up, etc.
- Coordinating audiovisual equipment – determine needs, arrange for equipment, check equipment before the program begins, etc.
- Coordinating food and beverage service – select menu items, arrange service schedule, etc.
- Producing and distributing meeting notices for the chapter members (including designing, printing and mailing).
- Reminding chapter members of events by phone, fax or e-mail.
- Supplying an updated expected participant count to the restaurant or facility.
- Preparing an advance registration list.
- Providing pre-printed name tags.
- Coordinating speaker travel and transportation, as needed.
- Conducting on-site registration (with treasurer), adding any walk-ins to the list.
- Welcoming guests.
- Providing the speaker’s gift.

Provide a report to the vice president of programs prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Vice President of Public Relations

“The vice president of public relations shall direct the chapter’s public relations efforts, publicize chapter meetings and events, produce or cause to be produced a chapter newsletter, maintain a speakers’ bureau or other informational tools, and perform all other duties incident to the office.”

ARTICLE VI – OFFICERS, SECTION 8. VICE PRESIDENT
OF PUBLIC RELATIONS, BYLAWS OF THE SAN ANTONIO
CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by coordinating a public relations program that reflects favorably on the San Antonio chapter and the public relations profession in order to create a better understanding and awareness of the profession.

Responsibilities

Establish and execute a strategic plan to promote San Antonio chapter and the public relations profession.

Write and distribute news releases and advisories to appropriate media to publicize chapter and member activities and accomplishments. Provide copies of news releases and advisories to the board of directors.

Work with the vice president of membership to publicize new chapter members, newly accredited members and the results of board elections or appointments.

Arrange media interviews and speaking arrangements for board members, designated spokespersons and visiting national officers, as appropriate.

Monitor editorial placements and maintain a clip file.

Recruit members for the communications management, publicity, and public service committees.

Oversee activities of the communications management, publicity, and public service committees, assuring that activities are completed in a timely manner. Solicit progress reports from each committee member for the purpose of reporting progress to the board of directors at its monthly meeting.

Communications Management Committee

Establish and execute a strategic plan to promote chapter activities and community service and enhance awareness of the value of public relations, utilizing multiple vehicles including the *Byline* newsletter, chapter web site, e-mail, fax, and mail.

Assure the timely distribution of chapter news, event publicity, programs information, accomplishments, announcements of chapter officer elections, and other related information for heightened awareness of the chapter and its activities in the markets served by the chapter.

Activities may include, but not be limited to:

- Establishing an editorial policy, communications goals and objectives and content guidelines to serve the information needs of the chapter.
- Serving as chapter reporter(s) by taking notes of newsworthy events and writing articles.
- Securing article submissions, researching, writing and editing*.

- Ensuring the copy is proofread accurately (including by the chapter president).
- Soliciting feedback from chapter members.
- Coordinating the design of the *Byline* and chapter web site.
- Arranging for electronic distribution of the *Byline*.
- Ensuring regular updating of the chapter web site, with at least two updates per month.

Provide a report to the vice president of public relations prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

* *Sources for news:* In addition to the editors' own resources and ability to write creative articles, ideas and content can be gleaned from board members, chapter events, committee chairs, the PRSSA chapter, membership updates (e.g., new members, address changes, job changes, promotions), chapter newsletters from other districts, PRSA national office (directly, through PRSA national news releases and announcements, resources such as *Idea Exchange*), professional journals and web sites (e.g., *American Demographics*, *PR News*, Benton Foundation), and San Antonio area ad-hoc public relations committees.

Public Service Committee

Establish a strategic plan for chapter public service. Public service activities may include, but not be limited to:

- Recruiting participation in and manage the use of a chapter speakers' bureau.
- Organizing and conducting a public relations mini-workshop for non-profit organizations (San Antonio PRSA chapter's "Gift of Guidance" annual program).
- Evaluating public service opportunities brought to the chapter and make recommendations to the board of directors.
- Identifying an appropriate organization or initiative for chapter members to conduct volunteer public relations activities on behalf of the chapter.
- Coordinating public service activities in conjunction with or to complement PRSA national public service initiatives.
- Coordinating the matching of chapter volunteers with non-profit organizations requesting services.

Provide a report to the vice president of public relations prior to each meeting of the board of directors.

Keep records of committee activities and communications. Make those records available to incoming committee members.

Assembly Delegate

“There shall be an assembly of the Society composed of delegates who, when assembled as herein provided at an annual or spring meeting, shall have and may exercise all the powers, rights and privileges of members at an annual meeting... The assembly shall be composed of delegates all of whom shall be members who are accredited...”

ARTICLE III – THE ASSEMBLY, SECTION 1. POWERS, SECTION 2. ASSEMBLY DELEGATES. BYLAWS OF THE PUBLIC RELATIONS SOCIETY OF AMERICA (1996)

“The assembly delegate(s) shall serve as the chapter’s representative(s) at meetings of the PRSA assembly and shall be elected by the chapter membership for a three-year term in accordance with provisions of the bylaws of the Society.”

ARTICLE V – BOARD OF DIRECTORS, SECTION 3. ASSEMBLY DELEGATE. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Provide leadership to the chapter by ensuring the chapter focuses on its stated mission and that all activities adhere to the standards set forth by PRSA. Represent the chapter and communicate its interests to the national assembly and the national office.

Responsibilities

Attend all national assembly meetings and report to the chapter board of directors. Provide a summary report for the *Byline*.

Monitor PRSA issues and policies as disseminated from or proposed to the national association.

Solicit the position of the chapter board of directors on national issues prior to assembly meetings. Prepare any resolution(s) that may be appropriate for submission to the assembly.

Assess the profession and evaluate chapter programs (in conjunction with other board members) to ensure that the needs of members are addressed.

“The officers of the chapter shall be the president, a president-elect, a secretary, a treasurer, a vice president of membership, vice president of programs, and a vice president of public relations. The officers shall be elected by the chapter membership at the annual meeting for a term of one year beginning January 1 next ensuing and until their successors are elected and installed.”

ARTICLE VI – OFFICERS, SECTION I. CHAPTER OFFICERS. BYLAWS OF THE SAN ANTONIO CHAPTER OF PRSA (2003)

Purpose

Support the national ethics program goal to establish PRSA as the recognized world leader in ethical public relations practices.

Objectives include promoting and inspiring the highest levels of ethical behavior and performance among PRSA members, helping PRSA members clearly understand the limits and specific performance required to be an ethical practitioner, and stimulating and encouraging chapter members to seek guidance and clarification when they have questions about ethical principles, practices and standards of conduct in their day-to-day practice.

Responsibilities

Serve a minimum two-year term on a chapter board of directors. The ethics officer will report to the chapter president and the national ethics officer.

Promote at least one professional development program each year during “ethics awareness month” beginning in February or March 2002.

Assist the local accreditation chair by providing the ethics curriculum for the accreditation exam.

Provide ethics education and consultation to local board and chapter members throughout the year.

Seek education and training and guidance from PRSA’s Board of Ethics and Professional Standards (BEPS), the College of Fellows, Educators Academy and PRSA national staff.

Administrative Support

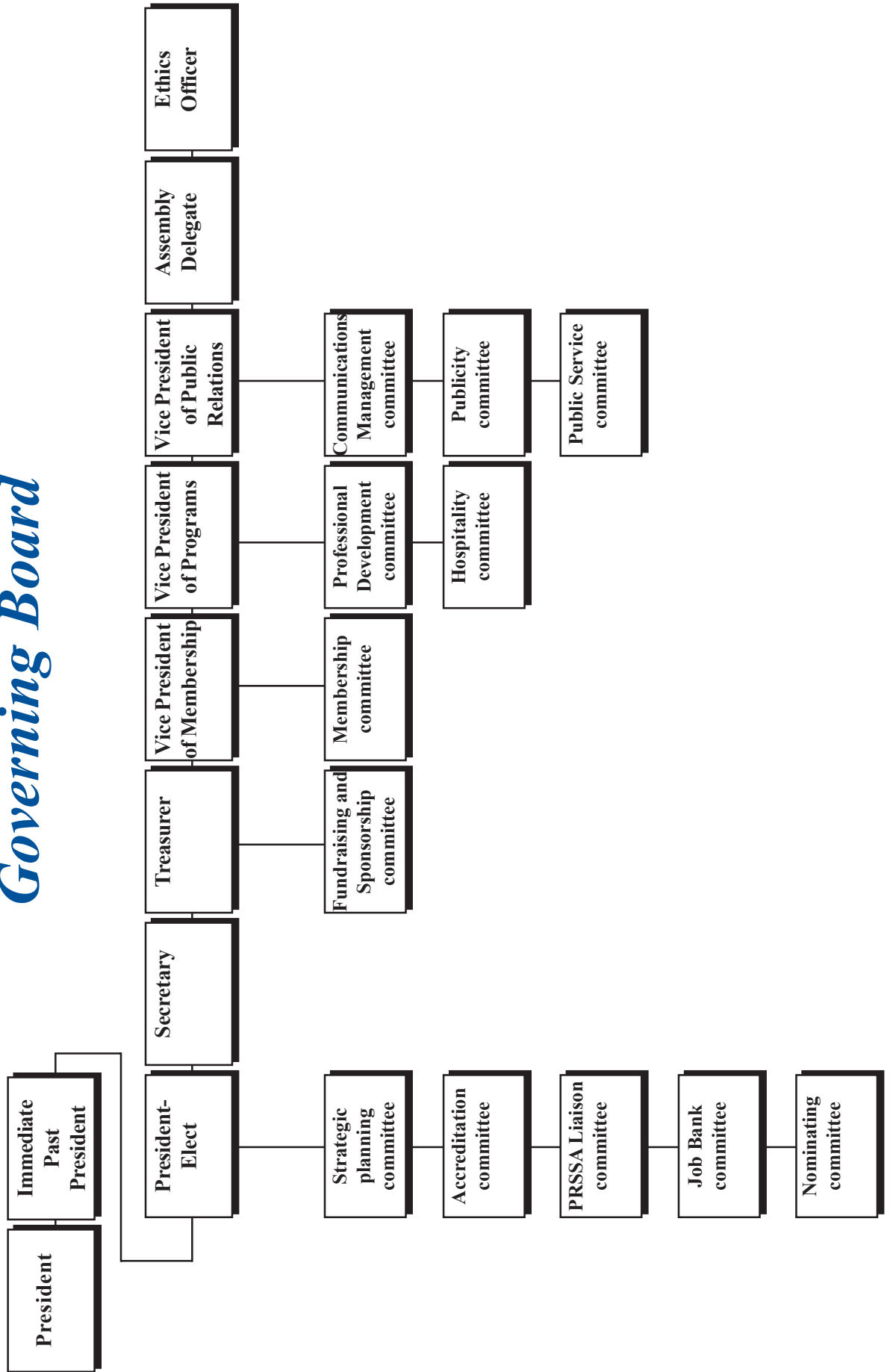
BEPS and national PRSA staff will provide the ethics officer with a position description, handbook and other ethics materials for use in ongoing chapter education and training.

BEPS will assist and educate the ethics officer via quarterly conference calls, an ethics list serve, articles in *Tactics*, etc.

At least one representative from the PRSA College of Fellows, located in the state where the ethics officer resides, will provide ethics consulting and support to the ethics officer (and district and section officers) on an ongoing basis. The ethics officer should call upon the Fellow for advice and guidance as issues of questions arise at the chapter level.

An ad-hoc advisory committee consisting of ethics educators from the PRSA Educators Academy will provide consulting and support to the ethics officer as needed. The ethics officer should call upon the committee for advice and guidance as issues of questions arise at the chapter level.

PRSA San Antonio Chapter Governing Board



Article I – Name

The name of this non-profit professional organization shall be the San Antonio Chapter of the Public Relations Society of America, Inc. (PRSA).

Article II – Objectives

In accordance with the objectives of the Public Relations Society of America, the objectives of this chapter shall be to advance the art and science of public relations in the public interest; to encourage research, discussion and study of the problems and techniques of the public relations profession; to strengthen and maintain the highest standards of service and ethical conduct by all members of the profession; to exchange or improve the professional knowledge, standards, ethics and standing of the membership; and to promote fraternalism within the profession.

Article III – Membership

Section 1. Eligibility. To be eligible for membership in the chapter, a person must be a member in good standing of the Society. Any such member of the Society is eligible for membership in the chapter.

Section 2. Admission to Membership. Admission to membership in the Society shall be governed by the pertinent provisions of the bylaws of the Society. Any person admitted to membership in the Society

shall become a member of the chapter, if eligible, upon payment of chapter dues.

Section 3. Retirement Status. Any member of the chapter who has been a member of PRSA in good standing for at least five years and is gainfully employed for less than 50 percent of the time is eligible for retirement status. Members on retirement status shall enjoy all the rights and privileges of members.

Section 4. Membership in More than One Chapter. A person may hold membership in more than one chapter, provided he or she meets eligibility requirements and pays chapter dues to all such chapters. A member belonging to more than one chapter has voting rights in all the chapters to which he or she belongs, with the following exception: A member must designate, in writing, to the secretary of the Society, a principal chapter for the purposes of voting for assembly delegate(s) or to serve in district or national positions. Only the principal chapter may count such a member when determining assembly representation.

Section 5. Termination of Chapter Membership. Any member who for any reason ceases to be a member of the Society or is dropped from the Society's roll for non-payment of dues shall cease to be a member of the chapter and shall be dropped from the chapter roll.

Section 6. Rights and Privileges of Membership. Subject to the bylaws of the Society, the right to serve as an assembly delegate or as professional

advisor to a PRSSA chapter shall be limited to members who are accredited.

Article IV – Dues

Section 1. Amount. The amount of chapter dues shall be fixed annually by the chapter's board of directors and shall be payable in accordance with chapter fiscal policies.

Section 2. Non-payment of Dues. Any member whose chapter dues are unpaid for three months shall be considered not in good standing and shall not be entitled to vote, hold office or enjoy other privileges of chapter membership, provided such member shall have been duly notified.

Section 3. Fiscal Year. The fiscal year of the chapter shall be the calendar year.

Article V – Board of Directors

Section 1. Composition. The governing body of the chapter shall be a board of directors, consisting of the president, president-elect, secretary, treasurer, immediate past president, vice president of membership, vice president of public relations, assembly delegate(s), vice president of programs, PRSSA liaison, accreditation chair, ethics officer, job bank coordinator, communications manager, ombudsman, and other committee chairs as determined by the board.

Section 2. Assembly Delegate. The assembly delegate(s) shall serve as the chapter's representative(s) at meetings of the PRSA assembly and shall be elected by the chapter membership for a three-year term in accordance with provisions of the bylaws of the Society.

Section 3. Vacancies. In the event of death, resignation, removal or expulsion of any officer, director or assembly delegate(s), the board of directors shall elect a successor who shall take office immediately and serve for the balance of the unexpired term or until the next annual election.

Section 4. Removal. Any director who misses more than three consecutive board meetings without an excuse acceptable to the board may be given written notice of dismissal by the chapter president and replaced in accordance with Section 4 above.

Section 5. Board Meetings. There shall be at least four meetings each year of the board of directors. It shall meet at the call of the president or upon call of any three members of the board of directors. Notice of each meeting of the board shall be given to each director at least seven days in advance.

Section 6. Quorum. A majority of the board of directors shall constitute a quorum for all meetings of the board.

Article VI – Officers

Section 1. Chapter Officers. The officers of the chapter shall be the president, a president-elect, a secretary, a treasurer, a vice president of membership, vice president of

programs, and a vice president of public relations. The officers shall be elected by the chapter membership at the annual meeting for a term of one year beginning January 1 next ensuing and until their successors are elected and installed.

Section 2. President. The president shall preside at all meetings of the chapter and of the board of directors. He or she shall appoint all committees with the approval of the board of directors and shall be ex-officio member of all committees except the nominating committee. He or she shall perform all other duties incident to the office.

Section 3. President-Elect. The president-elect shall, in the absence or disability of the president, exercise the powers and perform the duties of the president. He or she shall also generally assist the president and perform such other duties as shall be prescribed by the board of directors.

Section 4. Secretary. The secretary shall keep records of all meetings of the chapter and of the board of directors, send copies of such minutes to Society headquarters, issue notices of all such meetings, and perform other duties customarily pertaining to the office.

Section 5. Treasurer. The treasurer shall receive and deposit all chapter funds in the name of the chapter, in a bank or trust company selected and approved by the board of directors. He or she shall issue receipts and make authorized disbursements by check after proper approval by the president or board of directors. He or she shall

prepare the chapter's budget, make regular financial reports to the board of directors, and render an annual financial statement to the chapter membership and perform all other duties incident to the office.

Section 6. Vice President of Membership. The vice president of membership shall direct the chapter's recruiting of new members and retention of current members, maintain the roll of membership, provide membership materials to those seeking membership, and perform all other duties incident to the office.

Section 7. Vice President of Programs. The vice president of programs shall plan the regular monthly meetings of the chapter, with input from the board of directors; arrange all travel, hotel and support required by speakers; and perform other duties incident to the office.

Section 8. Vice President of Public Relations. The vice president of public relations shall direct the chapter's public relations efforts, publicize chapter meetings and events, produce or cause to be produced a chapter newsletter, maintain other informational tools and perform all other duties incident to the office.

Section 9. Compensation. No elected officer of the chapter shall be entitled to any salary or other compensation. The board of directors may reimburse elected officers or assembly delegates or their alternates for their expenses incurred in connection with the performance of their duties.

Article VII – Nominating and Elections

Section 1. Nominating Committee. There shall be a nominating committee of no fewer than three members appointed by the president with approval of the board of directors at least 60 days prior to the annual meeting of the chapter.

Section 2. Nominations. The nominating committee shall name a qualified nominee for each officer and for each assembly delegate and director whose term is expiring. It shall ensure that each nominee has been contacted and agrees to serve if elected. Additional nominations, if any, shall be accepted from members at the annual meeting provided the nominees have been contacted and agree to serve if elected.

Section 3. Notice to Membership. At least 30 days before the annual meeting of the chapter, the secretary shall forward to all chapter members the list of nominees prepared by the nominating committee.

Section 4. Elections. Officers, directors, and assembly delegates shall be elected at the annual meeting. Election shall be by majority vote of the members in good standing present and voting. Balloting in contested election shall be by secret ballot.

Article VIII – Committees

Section 1. Standing Committees. In addition to the nominating committee,

there shall be standing committees on program, membership and eligibility, professional development, accreditation, awards, job placement, fundraising, education and student chapter liaison, community service, and public relations.

Section 2. Special Committees. Special committees may be established and appointed by the president with the approval of the board of directors.

Section 3. Committee Reports. The chair of each committee shall report its activities regularly to the board of directors. All committee activities shall be subject to approval by the board of directors.

Article IX – Membership Meetings

Section 1. Annual Meeting. There shall be an annual meeting of the chapter in October or November.

Section 2. Regular Meetings. In addition to the annual meeting, there shall be regular monthly membership meetings at least 10 times a year at such times and places as may be designated by the board of directors. There shall also be at least one professional development meeting annually, at such time and place as may be designated by the board of directors.

Section 3. Special Meetings. Special meetings of the chapter may be called by the president, the board of directors or on written request by 25 percent of the chapter members.

Section 4. Notice of Meeting.

Notice of the annual meeting shall be forwarded to each member at least 30 days in advance. Notice of regular or special meetings shall be forwarded to each member at least 10 days in advance.

Section 5. Quorum. A majority of the members of the chapter shall constitute a quorum at any meeting of the chapter.

Article X – Amendments

These bylaws may be amended by a two-thirds vote of the membership present at any meeting, at which a quorum is present, provided such proposed amendment(s) has been approved by the chapter's board of directors and at least 30 days notice has been given to all members of any proposed amendment(s). Amendments adopted in accordance with this provision become effective only after approval by the Society's national board of directors.

Article XI – Bylaw Review

Bylaws of the chapter will be reviewed at least once every three years to make sure they meet the requirements of changing circumstances and conform with all the rules, regulations and bylaws of PRSA.

Latest revisions approved by chapter board in mid-August 2003, by the chapter in early October 2003, and by the national board in late October 2003.

PRSA Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

Advocacy

We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

Honesty

We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise

We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

Independence

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

Loyalty

We are faithful to those we represent, while honoring our obligation to serve the public interest.

Fairness

We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

PRSA Code Provisions

Free Flow of Information

Core Principle

Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.

Intent

- To maintain the integrity of relationships with the media, government officials, and the public.
- To aid informed decision-making.

Guidelines

A member shall:

- Preserve the integrity of the process of communication.
- Be honest and accurate in all communications.

- Act promptly to correct erroneous communications for which the practitioner is responsible.
- Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal, and infrequent.

Examples of Improper Conduct Under this Provision

- A member representing a ski manufacturer gives a pair of expensive racing skis to a sports magazine columnist, to influence the columnist to write favorable articles about the product.
- A member entertains a government official beyond legal limits and/or in violation of government reporting requirements.

Competition

Core Principle

Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.

Intent

- To promote respect and fair competition among public relations professionals.
- To serve the public interest by providing the widest choice of practitioner options.

Guidelines

A member shall:

- Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.
- Preserve intellectual property rights in the marketplace.

Examples of Improper Conduct Under This Provision

- A member employed by a “client organization” shares helpful information with a counseling firm that is competing with others for the organization’s business.
- A member spreads malicious and unfounded rumors about a competitor in order to alienate the competitor’s clients and employees in a ploy to recruit people and business.

Disclosure of Information

Core Principle

Open communication fosters informed decision making in a democratic society.

Intent

- To build trust with the public by revealing all information needed for responsible decision making.

Guidelines

A member shall:

- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the member is responsible.
- Investigate the truthfulness and accuracy of information released on behalf of those represented.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest (such as stock ownership) in a client’s organization.
- Avoid deceptive practices.

Examples of Improper Conduct Under this Provision

- Front groups: A member implements “grass roots” campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.
- Lying by omission: A practitioner for a corporation knowingly fails to release financial information, giving a misleading impression of the corporation’s performance.
- A member discovers inaccurate information disseminated via a Web site or media kit and does not correct the information.
- A member deceives the public by employing people to pose as volunteers to speak at public hearings and participate in “grass roots” campaigns.

Safeguarding Confidences

Core Principle

Client trust requires appropriate protection of confidential and private information.

Intent

- To protect the privacy rights of clients, organizations, and individuals by safeguarding confidential information.

Guidelines

A member shall:

- Safeguard the confidences and privacy rights of present, former, and prospective clients and employees.
- Protect privileged, confidential, or insider information gained from a client or organization.

- Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

Examples of Improper Conduct Under This Provision

- A member changes jobs, takes confidential information, and uses that information in the new position to the detriment of the former employer.
- A member intentionally leaks proprietary information to the detriment of some other party.

Conflicts of Interest

Core Principle

Avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers, and the publics.

Intent

- To earn trust and mutual respect with clients or employers.
- To build trust with the public by avoiding or ending situations that put one’s personal or professional interests in conflict with society’s interests.

Guidelines

A member shall:

- Act in the best interests of the client or employer, even subordinating the member’s personal interests.
- Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations.

- Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

Examples of Improper Conduct Under This Provision

- The member fails to disclose that he or she has a strong financial interest in a client’s chief competitor.
- The member represents a “competitor company” or a “conflicting interest” without informing a prospective client.

Enhancing the Profession

Core Principle

Public relations professionals work constantly to strengthen the public’s trust in the profession.

Intent

- To build respect and credibility with the public for the profession of public relations.
- To improve, adapt and expand professional practices.

Guidelines

A member shall:

- Acknowledge that there is an obligation to protect and enhance the profession.
- Keep informed and educated about practices in the profession to ensure ethical conduct.
- Actively pursue personal professional development.
- Decline representation of clients or organizations that urge or require actions contrary to this Code.
- Accurately define what public relations activities can accomplish.

- Counsel subordinates in proper ethical decision making.
- Require that subordinates adhere to the ethical requirements of the Code.
- Report ethical violations, whether committed by PRSA members or not, to the appropriate authority.

Examples of Improper Conduct Under This Provision

- A PRSA member declares publicly that a product the client sells is safe, without disclosing evidence to the contrary.
- A member initially assigns some questionable client work to a non-member practitioner to avoid the ethical obligation of PRSA membership.

Resources for use and understanding of the PRSA code of ethics are available online at www.prsa.org.