

PRSA COLLEGE of FELLOWS

STANDARDS OF EXCELLENCE

Fellow PRSA is not simply an honorary designation; rather it entails privileges, responsibilities and adherence to standards of excellence that include:

1. Upholding the reputation and character of the College of Fellows and of the public relations profession, always demonstrating the highest standards of ethics, civility and respect.
2. Serving as a role model for the profession and PRSA, exemplifying excellence and integrity in all conduct.
3. Keeping informed and educated about best practices in the profession and conducting all professional actions, paid or unpaid, within the framework of full disclosure and transparency.
4. Giving back to the profession through such activities as mentoring, teaching those aspiring to be proficient public relations professionals, speaking to PRSA Chapters and at professional meetings and conferences.
5. Recognizing that only the College of Fellows chair or the chair's designee speaks on behalf of the College
6. Protecting unique and sensitive information and materials prepared by PRSA, the College of Fellows and/or any of the committees, boards, task forces and commissions of those organizations, and not sharing such information or material with third parties.
7. Using the designation, "Fellow PRSA," in an appropriate and respectful manner, befitting the honor and integrity of the College, such as on faculty or staff rosters, resumes, official listings, biographies/vitas, speaker and attendance lists at meetings, name badges and business cards, and letterhead.
8. Refraining from inappropriate use of the designation, "Fellow PRSA," that may include writing or speaking anonymously as a "Fellow" and using "Fellow" status to advance a viewpoint on an issue(s) where there is not an official Fellows position.