

Guidelines for Ethical Conduct

Religion Communicators Council, 2006

In RCC's history, several codes of ethics have been adopted and used. The following "Guidelines for Ethical Conduct" were adopted by the RCC membership at the Annual Meeting, March 31, 2006.

As a member of the Religion Communicators Council, I will:

1. Promote mutual understanding and respect among faith groups, the public and the media.
2. Be consciously considerate when creating or disseminating communications that might engender religious animosity or divisiveness or that would denigrate another faith group.
3. Be faithful to those I represent while honoring my obligation to serve the public interest.
4. Provide objective counsel to those I represent and be a responsible advocate for the faith group for which I work.
5. Scrupulously safeguard the confidences and privacy rights of present, former and prospective clients or employers.
6. Adhere to the highest standards of honesty, fairness, integrity, accuracy and truth-telling while carrying out dual obligations to the faith group I represent and the public interest.
7. Clearly present and interpret to adherents, employees, the public and the mass media the principles, ideals, policies and programs of the faith group for which I work.
8. Be accountable for my actions to the faith group for which I work, to my profession and to society.
9. Not knowingly disseminate false or misleading information and act promptly to correct erroneous communications for which I am responsible.
10. Observe sensitivity in the use of words or images.
11. Not engage in any practice that has the purpose of corrupting the integrity of channels of communication or the process of government.
12. Not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest.
13. Be prepared to identify publicly the name of the employer on whose behalf any public communication is made.
14. Avoid making any misleading statements, unfair comparisons, derogatory comments or extravagant claims.
15. Not guarantee the achievement of specific results beyond my direct control.
16. Give credit for ideas and words borrowed from others.
17. Deal fairly with the public, with past or present clients or employers, and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
18. Not represent conflicting or competing interests without the express consent of those concerned, given after full disclosure of the facts.
19. Not place myself in a position where my personal interest is or may be in conflict with an obligation to an employer or client or others without full disclosure of such interests to all involved.
20. Not accept fees, commissions, gifts, or any other consideration from anyone, except clients or employers for whom I perform services, without their express consent, given after full disclosure of the facts.

21. Not intentionally damage the professional reputation or practice of another practitioner.
22. Advance the profession through continued professional development, education and research.

Professional Aims Religious Public Relations Council

Originally adopted 1955. Revised 1970.

As a servant of God, dedicated to the task of making my faith more widely and more favorably known, I subscribe to the following principles:

1. To keep in mind the basic purpose of my faith and direct all my professional activities toward achieving that purpose.
2. To promote mutual understanding between my religious group and media representatives, striving for essential harmony between institutional policy and freedom of the press.
3. To interpret the principles, policies and programs of my religious organization and to aid in their formulation in such a way as to achieve clarity in the public mind.
4. To avoid misleading statements, unfair comparisons, inaccuracies, derogatory comments and extravagant claims.
5. To exercise good taste in the use of language and illustrations.
6. To advance the standing of my profession by maintaining standards compatible with the highest religious ethic.
7. To seek to recruit dedicated and talented persons in to my profession and to assist wherever possible in their training.
8. To regard other religious public relations persons as colleagues rather than competitors.

Uniform Code of Ethics North American Public Relations Council

Drafted in 1987-1988

A member shall:

1. Conduct his/her professional life in accord with the public interest.
2. Exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. Deal fairly with the public, with past or present clients or employers, and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
4. Adhere to the highest standards of accuracy and truth, avoiding extravagant claims or unfair comparisons and giving credit for ideas and words borrowed from others.
5. Not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he/she is responsible.
6. Not engage in any practice that has the purpose of corrupting the integrity of channels of communication or the process of government.
7. Be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.

8. Not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased but actually serving another or undisclosed interest.
9. Not guarantee the achievement or specific results beyond the member's direct control.
10. Not represent conflicting or competing interests without the express consent of those concerned, given after full disclosure of the facts.
11. Not place himself/herself in a position where the member's personal interest is or may be in conflict with an obligation to an employer or client or others without full disclosure of such interests to all involved.
12. Not accept fees, commissions, gifts or any other consideration from anyone except clients or employers for whom services are performed without their express consent, given after full disclosure of the facts.
13. Scrupulously safeguard the confidences and privacy right of present, former and prospective clients or employers.
14. Not intentionally damage the professional reputation or practice of another practitioner.