

PIONEER COMMUNICATIONS

"Pioneering the next generation of public relations professionals"



FIRM STAFF APPLICATION

Name: _____

Address: _____

E-mail Address: _____

Phone Number: _____

Major: _____ Minor: _____

What public relations or other relevant courses have you taken or are currently enrolled in?

How many hours per week can you contribute to the firm?

_____ 1-2 hours _____ 3-5 hours _____ 5-10 hours _____ 10+ hours

Identify any special interests that you have:

_____ Graphics/Layout	_____ Presentations	_____ Annual Reports
_____ Photography	_____ News Releases	_____ Budget/Billing
_____ PSAs	_____ Brochures	_____ Research
_____ Management	_____ Special Events	_____ Fundraising
_____ Promotions	_____ Goal Setting	_____ News Reporting
_____ Survey/Evaluation	_____ Public Speaking	_____ Other: _____

How long have you been a member of PRSSA? _____

List any PRSSA activities and/or public relations internship experience you have had.

List membership and/or offices currently held in other organizations.

What do you feel is important in a public relations firm?

What will you contribute to the firm?



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CODE OF ETHICS

PRSA CODE OF PROFESSIONAL STANDARDS FOR THE PRACTICE OF PUBLIC RELATIONS

Members of Pioneer Communications, Utica College’s student-run public relations firm, shall adhere to the following Code of Professional Standards for the Practice of Public Relations. Every firm member must sign the code of ethics before they will be allowed to participate in activities pertaining to client accounts.

These articles have been adopted by the Public Relations Society of America to promote and maintain high standards of public service and ethical conduct.

- ❖ **A member shall conduct his/her professional life in accord with the public interest.**
- ❖ **A member shall exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.**
- ❖ **A member shall deal fairly with publics, 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.**
- ❖ **A member shall 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.**
- ❖ **A member shall not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.**
- ❖ **A member shall not engage in any practice that has the purpose of corrupting the integrity of channels of communication or the process of government.**
- ❖ **A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.**
- ❖ **A member shall 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.**

- ❖ A member shall not guarantee the achievement of specified results beyond the member's direct control.
- ❖ A member shall not represent conflicting or competing interests without the expressed consent of those concerned, given after a full disclosure of the facts.
- ❖ A member shall not place himself or 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.
- ❖ A member shall not accept fees, commissions, gifts, or any other considerations from anyone except clients or employers for who services are performed without full disclosure of such interests to all involved.
- ❖ A member shall scrupulously safeguard the confidences and privacy rights of present, former, and prospective clients or employers.
- ❖ A member shall not intentionally damage the professional reputation or practice of another practitioner.
- ❖ If a member has evidence that another member has been guilty of unethical, illegal, or unfair practices, including those in violation of this Code, the member shall present the information promptly to the proper authorities within PRSSA for consideration and possible consequence.
- ❖ A member shall, as soon as possible, sever relations with any organization or individual if such relationship requires conduct contrary to the articles of this Code.

I, _____, have read the above Code of Ethics and agree to abide by the ethical stipulations listed above as I practice public relations for Pioneer Communications.

Name

Date

Faculty Adviser

Date