

Sara Caywood's Personal Code of Ethics

The definition and connotation of *public relations* isn't as straightforward as many others. Some professors tell me that public relations is often scrutinized for its lack of credibility in the eyes of many corporate professionals. Countless articles describe public relations professionals as masterminds of spinning the truth to benefit client's reputations. Even several speakers working in the field described to me the backlash they often receive when the press deems them unreliable sources for honest information. However, in my personal studies and experience, I've come to a different conclusion about public relations. I see this field as a necessary link between the public and corporations or celebrities that allow each party to feel personal connections. I see this field as a vessel for faith and transparency. I also see my role in this field as a transparent and fair representative who listens to the needs of both clients and their consumers to deliver crucial information to each party. Public relations, in my eyes, represents the values of ethics and morality which I live by every day in my personal and professional life.

Transparent

I promise to be honest and truthful in every venture I take. I will uphold the highest value of transparency between myself, my clients and the public.

Devoted

My devotion and dedication to each and every project I take on will never waiver as I vow to remain steadfast in my assignments. I will also devote myself to remaining respectful of everyone and their opinions throughout my career.

Loyal

I will stand by my clients through thick and thin, seeing every situation through until the end.

Unbiased

I will always look at situations with an objective lens and never allow my personal opinions or judgements to affect the work that I do.

Rational

I will analyze every side to every situation before committing to a final conclusion. I promise to remain fair in my decisions and provide a solid rationalization for every scenario prior to providing final results.