



**P R I S A**

**PUBLIC RELATIONS &  
COMMUNICATION MANAGEMENT  
ESTABLISHED 1957**

**WELCOME**





## What does Ethics mean

moral principles that govern a person's behaviour or the conducting of an activity.

"medical ethics also enter into the question"

synonyms:

moral code, morals, [morality](#), moral stand, moral principles, moral values, rights and wrongs, principles, ideals, [creed](#), [credo](#), [ethos](#), rules of conduct, standards (of behaviour), virtues, dictates of conscience



# What is Authentic Public Relations?



The definition of 'authentic' is:  
***'not false or copied; genuine; real'***



Definition of 'Public relations' is:  
***'the management, (through communication),  
of perceptions and the acceptance and co-  
operation between an organisation and its  
publics'***



## Code of Professional Standards and Ethics Enforceable?

- ✓ **SAQA recognised professional body**
- ✓ **Internationally accepted Professional body**
- ✓ **Global best practice**
- ✓ **Imminent legislation**
- ✓ **King IV**



## Our role as a professional body

- **Advocacy**
- **Reputation management**
- **Ethics & professionalisation**
- **Standards & global benchmarking**
- **Registration**
- **Membership services**
- **CPD – continuing professional development**
- **Endorsements & partnerships**
- **Regulation & Legislation**



- Committed to ethical practices
- Value of member reputation
- Set exemplary standards of performance, professionalism and ethical conduct
- The most important obligation of PRISA members





# PRISA Code of Ethics - Summary

## ▪ Conduct towards clients/employers

- ☐ Confidentiality
- ☐ No conflict of interest

## ▪ Conduct towards colleagues

- ☐ Uphold reputation
- ☐ Cooperation

## ▪ Conduct towards the business environment

- ☐ According to industry

## ▪ Conduct towards the channels of communication

- ☐ Uphold integrity





## ▪ Conduct towards the state

- ☐ Constitution of SA – no bribes

## ▪ Conduct of PRISA

- ☐ Authority of recognised professional body
- ☐ Registration of communicators

## ▪ Enforcement

- ☐ Disciplinary committee







## Lifelong Learning – Develop your skills with us

◆ In line with Global best practice

### CPD Covers:

- Additional skills
- Current industry knowledge
- Trends



# PRISA's Member benefits



**Professional Recognition,  
Accreditation &  
Credibility**



**Global Initiatives &  
Industry Accords**



**Deepen Your Knowledge**



**Broaden your Skill Set**



**Keeping you  
Connected**



**Improving Leadership**



**Exclusive Discounts**



**Awards & Best  
Practice**



**Commitment to  
Excellence**



**Support and  
Protection**



# Membership Services

- **PRISM Awards – Oscars of the industry**
- **National conference**
- **Regional events**
- **Networking functions**
- **Access to PR case studies and best practice guides**
- **Special discounts to CPD workshops**
- **Students internships/ learnerships**
- **Newsletter : e-Communica**



# Levels of Registration

**APR : Accredited in public relations**

**CPRP: Chartered public relations practitioner**

**PRP: Public relations practitioner**

**Affiliates**

**Students**



# PRISA Partners





# Contact us

FaceBook - Like our page

Twitter - @1PRISA

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# Questions?

Q&A

You have

Questions

We have

Answers



# Thank you for your time

