

23 January 2017

**PRISA - The Institute for Public Relations  
& Communication Management**

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Dear PRISA professional colleague

Professionalisation is a BIG ISSUE, both locally and globally. Ethical conduct is an integral part of being professional.

The Global Alliance for Public Relations and Communication Management, of which PRISA is a founding member, has approved a protocol on ethics for the public relations profession. Member organisations are required to ensure that their Codes of Ethics are consistent with the Global Alliance Protocol.

PRISA has adapted its Code of Ethics and Professional Standards for the Practice of Public Relations and Communication Management in line with the Global Alliance Protocol. It is now required of every PRISA member to commit him/herself to the principles and values contained in the enclosed Code of Ethics.

The Code of Ethics is an essential tool in the commitment of PRISA members to professional and ethical conduct. It must be emphasised that your commitment to this Code is intended to enhance your professional standing, rather than an acceptance of a document containing negative sanctions.

As the South African Qualifications Authority (SAQA) recognised professional body for the public relations and communication industry, PRISA's members are required to uphold this Code of Ethics.

Please sign the undertaking below and return to the executive director, PRISA by fax 011 326 1259.

Sincerely

**ADELE PAULSEN**

Executive director

I, ....., being a registered paid-up member of PRISA, in

Please print clearly

good standing, hereby declare that:

- I have read and understand the obligations imposed on me as a registered/accredited professional practitioner, by the PRISA Code of Ethics and Professional Standards for the Practice of Public Relations and Communication Management
- I commit myself to the values espoused in the PRISA Code of Ethics and Professional Standards for the Practice of Public Relations and Communication Management.

Signature: .....

Date: .....

**Return by fax to: Adele Paulsen at 011 326 1259**

**PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA NPC**

Directors: Thabisile Phumo APR, Lorraine van Schalkwyk APR, Kavitha Kalicharan APR, Malesela Maubane CPRP, Linda Weaver APR, Roshnee Pillay CPRP, Tasneem Carrim CPRP, Rene Benecke CPRP, Pieter Pretorius APR, Adele Paulsen CPRP (Executive director)