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Ethics, Diversity and Inclusion Statement

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Code of Ethics:

When everyone has a different idea of what is ethical, it is hard to know what is right and wrong. I believe that everyone has some idea of what is inherently right or wrong, but each individual interprets specific situations in a different way. The different interpretations come from people placing a different weight of importance of certain ethical values based on their lives growing up. The main contributors to my personal ethical beliefs and how I weigh certain values comes from my family and education systems growing up. I think I still agree with the majority of things I was taught regarding ethics because they have followed me throughout my life. I often rely on my parents for reassurance that my actions are good. In middle school and high school, we had an honor code that emphasize honesty, integrity, respect and responsibility that was discussed a lot. We also had a required class on ethics in high school that I believe shaped how I think today. Based on my knowledge of ethics that I learned from growing up, this is what I consider the most important ethical values.

Core ethical values:

1. Honesty and truthfulness – It is important to always have the intent of telling the truth and to try to be as honest and transparent as possible. This will make people appreciate you and make you a trustworthy person or brand.

2. Loyalty – Being loyal to friends and family is equally as important as creating a brand that people have a reason to stay loyal to. Building honest relationships and keeping people by your side is important for helping you make decisions and partnerships.
3. Respect and protection of privacy – It is important to maintain others trust by keeping personal information private if asked. This will create respect between the two parties.
4. Accountability – Being accountable for your actions is extremely important for maintaining trust. If you own up to your mistakes you put yourself in a better position than trying to cover them up because others will view you as a good person.

Diversity and Inclusion statement:

An important aspect of public relations is allowing people of many backgrounds to contribute ideas to find the best way to promote a brand or solve a problem. In order to access many views and create a positive environment that allows them to mesh together, public relations practitioners must always think of maintaining diversity, inclusion and equality in the workplace. One reason diversity and inclusion are important is because no group wants to feel left behind. By having people of all different backgrounds work together there is a greater chance of reaching publics from many different backgrounds as well. Diversity can come in many forms from race to culture to gender, and the list goes on. It is important to have as much representation across backgrounds and cultures to ensure fair messages get sent out and no group feels offended or misrepresented by a negative message. Not only do people want to feel included, but they want to feel respected as well. It is also important to consider multiculturalism in the PR world because many companies have global components. Including

people from different countries or who speak different languages can help a company communicate with other people and companies overseas.

Summary:

Ethics, diversity, inclusion and equality are all features of daily life that can be controversial. By keeping them in mind, on both a personal and professional level, this controversy can be avoided. By doing ethically good actions, maintaining a diverse workplace, and surrounding yourself with people of all backgrounds, you can show that you are a good person with good intentions. The ethical values listed above should be upheld in regards to all types of people in all different types of situations to the best of one's abilities in order to create a cohesive and accepting environment.