



## **PUBLIC RELATIONS SOCIETY OF TANZANIA – PRST**

P. O. Box 4111 Mwanza – Tanzania

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### **PUBLIC RELATIONS SOCIETY OF TANZANIA CODE OF CONDUCT (PROFESSIONAL ETHICAL STANDARDS)**

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Adopted in 2016 the PRST Code of Conduct is an assertion of Professional and Ethical conduct by members of the Public Relations Society of Tanzania.

The Code partly refers the 2011 International Public Relations Association (IPRA) Code of Conduct and the 1977 Constitution of The United Republic of Tanzania.

#### **PREAMBLE**

- (a) RECALLING "The 1977 Constitution of The United Republic of Tanzania" and especially recalling Article 18;
- (b) RECALLING the Charter of the United Nations which determines "to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person";
- (c) RECALLING the 1948 "Universal Declaration of Human Rights" and especially recalling Article 19;
- (d) RECALLING that Public Relations, by fostering the free flow of information, contribute to the interests of all stakeholders;
- (e) RECALLING that the Conduct of Public Relations and public affairs provides essential democratic representation to public authorities;
- (f) RECALLING that public relations practitioners through their wide-reaching communication skills, possess a means of influence that should be restrained by the observance of a code of professional and ethical conduct;
- (g) RECALLING that via all channels/media of communication, erroneous or misleading information may be widely disseminated and remain unchallenged, and therefore



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demand special attention from public relations practitioners to maintain trust and credibility;

In the conduct of Public Relations, PRST and practitioners shall:

### 1. Code to the state

Respect the principles of the Constitution of United Republic of Tanzania and the laws respectively;

Not offer or give any rewards to any person holding public office, with the intent to uphold the interests of the association;

### 2. Code to PRST

At all times respect the provisions in the constitution of Public Relations Society of Tanzania, its code of ethics and the authority;

### 3. Code to Integrity

At all times act with honest and integrity so as to secure and retain the confidence of those with whom the practitioner comes into contact;

### 4. Code to Dialogue

Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognize the rights of all parties involved to state their case and express their views;

### 5. Code to Transparency

Be open and transparent in declaring the association's policies, and the interest they represent;



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### 6. Code to Conflict of Interest.

At all times avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur;

### 7. Code to Confidentiality

At all times honor confidential information provided to them about the association when required to do so;

### 8. Code to Accuracy

At all times take all reasonable steps to ensure the truth and accuracy of all information provided with any intent by the association and its stakeholders to the public;

### 9. Code to Falsehood

Not intentionally disseminate false or misleading information, and shall exercise proper care to avoid doing so and correct any such act promptly;

### 10. Code to Deception

At all times not obtain information by deceptive or dishonest means;

### 11. Code to Disclosure

Neither create/use any organization to serve an announced cause but which actually serves an undisclosed interest, nor make use of its services without declaring our interests;

### 12. Code to Profit

Not sell for profit to third parties copies of documents obtained from public authorities;



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### 13. Code to Remuneration

Whilst providing professional services, not accept any form of payment in connection with those services from anyone other than the principal;

### 14. Code to Inducement

Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders;

### 15. Code to Influence

Neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders;

### 16. Code to Poaching

Not seek to secure another practitioner's client by deceptive means;

### 17. Code to Employment

Only employ personnel from public authorities subject to the rules and confidentiality requirements of those authorities. PRST shall safeguard the confidences of both present and former employers and clients;

### 18. Code to Colleagues

At all times not intentionally injure the profession reputation of another practitioner and members shall observe this Code with respect to fellow PRST members and public relations practitioners;



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### 19. Code to Channels of Communication

At all times act with special care with respect to accuracy and privacy when using the internet, digital media and other channels of communication, and shall not engage in any practice that may corrupt the integrity of such channels;

#### **COMMUNICATION**

PRST encourages the widest possible communication about its Code. PRST national office through its professional development activities encourages and supports efforts by students' associations and practitioners to conduct meetings and workshops devoted to the topic of PRST Code of Conduct.

#### **ENFORCEMENT**

PRST members shall, in upholding this Code, agree to abide by and help enforce the disciplinary procedures of the Public Relations Society of Tanzania set forth in the association's bylaws in regard to any breach of this Code.

#### **COMMITMENT**

Public Relations Society of Tanzania (PRST) is committed to ethical practices. PRST has adopted its Code of Conduct (Professional Ethical Standards) referring to the International Public Relations Association's Code of Conduct for the practice of Public Relations in the country.

The Code of Conduct is an essential tool in the commitment of PRST members to professionalism, with emphasis on enhancing professional obligations to operate ethically.



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I ..... being a registered member of PRST, in good faith, hereby declare that;

- 1) I have understood the obligations imposed on me as a registered member, by the PRST Code of Conduct for the practice of Public Relations/Communication.
- 2) I commit myself to the values of PRST Code of Conduct (Professional Ethical Standards) and for the practice of Public Relations/communication.

Signature .....

Date .....

***Adopted by the PRST Executive Committee 25 January 2016***

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