

The PRVA-Codex of Honour

Principles

1. Both the fundamental attitude required for Public Relations and the respective measures imply a democratic social order.
2. Public Relations must be led by the spirit of partnership. In business, this applies to internal as well as external Public Relations.
3. In business and in institutions, Public Relations lie within the responsibility of the management and can therefore only be delegated operation-wise. Hierarchically, Public Relations are to be seen as a staff position, not as a line position.
5. Public Relations require the person's/company's/institution's integration in society and furthermore, as a matter of self-understanding, the acceptance of rights and obligations towards the public. Among others, PR include various patterns of communication and the fulfilment of social, ethic and environmental requirements. As to media, Public Relations are defined by the spirit of cooperation and self-responsibility, based on sincere long-term communications between editors and persons/companies/institutions, carrying out Public Relations actively.
6. To operate Public Relations, it takes high professional and human qualifications as well as a strong commitment.

As a branch on its own, Public Relations are to be differentiated from other professions such as sales promotions or advertising (although being closely co-ordinated to them). PR require specific strategies and measures on their own.