

# #5 PR Ethics & Law

Pengantar PR Korporat

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# Defining Ethics

- Let's talk. How do you define ethics? Share your thoughts. No right or wrong answers.
  - What is “ethics”?
  - What are the characteristics of ethical behavior?
  - What are the characteristics of unethical behavior?

# Ethics and Philosophy

- Aristotle's Mean
- “Moral virtue is a fixed quality of the will, consisting essentially in a middle state...”
  - Plato advocated four cardinal virtues: temperance, justice, courage, and wisdom
  - Moderation or temperance
  - Virtuous people develop habits of temperance – equilibrium and harmony
  - They are of harmonious character through everyday habit, guided by reason

# Aristotle's Mean

- ▶ Middle state is most fair and reasonable option (i.e., the handling of nudity on network television)
- Emphasized moderation – the path of equilibrium and harmony – a middle state
- Avoid extremes.
  - i.e., too much food is unhealthy, too little food is unhealthy
- Justice is a mean between indifference and selfish indulgence of personal interests.
- Balance and proportion developed through everyday habit, guided by reason – not fanatical or eccentric
- Report alleged rape – but don't report name of alleged victim

# What Is Public Relations?

- Public relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory, two-way communication. *Cutlip and Center*
- Public relations is the art and social science of analyzing trends, predicting their consequences, counseling leaders, and implementing programs that serve the organization's and the public's interest. *World Assembly of Public Relations*

# Key Words to Define Public Relations

- ❑ Deliberate
- ❑ Planned
- ❑ Socially responsible performance
- ❑ Public interest
- ❑ Two-way communication
- ❑ Management function
- ❑ Conscience of the organization

# Ethical Issues in Public Relations

- ❑ Disseminating inaccurate or false information
- ❑ Disclosing client information
- ❑ Hiring and firing practices
  - Stealing employees
  - Taking accounts from employer
  - Employees offering company information via social media
- ❑ Intentional billing errors
- ❑ Making undeliverable claims to clients

# Ethical Issues in Public Relations

- Poor treatment of local community
  - Polluting environment
- Poor treatment of employees
  - Requiring long working hours, unreasonable demands
- Poor treatment of customers
  - Selling harmful product
  - Lying about product benefits
  - Not honoring claims and promises



# Ethical Issues in Public Relations

- ❑ Lying to company shareholders
- ❑ Salary discrimination
- ❑ Sexual harrasment
- ❑ Home-work balance issues
- ❑ Conflicts of interest

# Integrity Is Key

- Ivy Lee

- First to advocate factual and truthful release of information to the media and saw the need for good corporate policies and performance in order to get favorable opinion

- Edward Bernays

- Believed that good performance properly publicized gained the public's favorable opinion and support

# Arthur W. Page/Page Principles

## □ Seven Principles of Public Relations Management

### 1. **Tell the truth.**

Provide an accurate picture of the company's character, ideals and practices.

### 2. **Prove it with action.**

Public perception of an organization is determined 90 percent by what it does and ten percent by what it says.

### 3. **Listen to the customer.**

Understand what the public wants and needs. Keep top decision makers and employees informed about public reaction to company products, policies and practices.

# Page Principles

## **4. Manage for tomorrow.**

Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.

## **5. Conduct public relations as if the whole company depends on it.**

Corporate relations is a management function. No corporate strategy should be implemented without considering its impact on the public. The public relations professional is a policy maker.

# Page Principles

## **6. Realize a company's true character is expressed by its people.**

The strongest opinions – good or bad – about a company are shaped by the words and deeds of its employees. As a result, every employee – active or retired – is involved with public relations. Corporate communications must support each employee's capability to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials

## **7. Remain calm, patient and good-humored.**

Lay the groundwork for public relations miracles with consistent, calm and reasoned attention to information and contacts. When a crisis arises, remember that cool heads communicate best.

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