

Personal Code of Ethics

Preamble:

Jessica Shechtman is committed to upholding the highest ethical standards in her personal life and professional life. This code is designed to highlight important values and standards that Shechtman prioritizes in addition to basic ethical principles and the PRSA Code of Ethics. This code has been established based on Shechtman's upbringing, familial values, and personal decision-making experiences. The primary values that are upheld through this code are honesty, justice, equality, compassion, cooperation, openness, transparency, dedication and respect. This code aims to loosely follow the principle of utilitarianism by causing the greatest good for the most amount of people while minimizing negative consequences. With this in mind, it is crucial to understand that every situation is unique and nothing is absolute, therefore the "right" thing to do can vary on a circumstantial basis.

Ethical Codes:

- 1. Fairness and Equality:** All people should be valued and treated equally under all circumstances. Fundamental human rights should be upheld at all times and should be taken extremely seriously. This principle lies at the core of this ethical code. Every person's opinion matters, and all human beings are worthy of being heard and supported.
- 2. Honesty and Transparency:** Conducting all actions with integrity and truth is crucial at all times. Being transparent and open whenever possible is essential to good morality. Lying is not tolerated unless a person is in direct danger or a life is at risk. It is better to admit to being unsure of something than it is to make up false information or twist the truth.
- 3. Compassion and Respect:** In both the professional and personal worlds, human beings have feelings. Treating people with respect and embracing differences and uniqueness is important and will always benefit the situation in the long-term. There is never justification for being rude, mean, or disrespectful to another person. Any issue that may arise should be handled with poise, professionalism, and kindness.
- 4. Dedication and Cooperation:** Do not commit to something that is not possible to stick with. Commitment is not taken lightly and following through with promises is crucial to upholding honesty. In the event of an obstacle or difficult situation, a person should remain determined and persistent and be capable and willing to work with others to reach a solution.

- 5. Loyalty and Reliability:** Being loyal is the first step toward building and maintaining positive relationships with others. Responsibility and dependability are traits that are valued in the workplace and in all personal relationships.

Diversity Statement

I intend to be aware of and actively responsive to diversity, equality, and multiculturalism in all aspects of my life. Diversity is something that should be celebrated, appreciated and encouraged. Including all groups of people of all different backgrounds and abilities is crucial to bringing various perspectives and voices into the workplace and in society in general. Many fields are currently lacking in diversity and inclusion, which hinders progress and social justice. Ignorance is not an excuse for lack of inclusion and being aware and proactive are the first steps individuals can take to improve diversity and inclusion in the public relations industry, but also in all industries. Upholding diversity and equality can be achieved through education and the implementation of programs that actively work to engage more employees, customers and publics of all races, ethnicities, genders, sexual orientations, religions and physical and mental abilities.

With these values in mind, I pledge to always uphold these beliefs and practice and promote diversity and inclusion in all of my endeavors, especially in the workplace. I will never turn my head the other way in the face of discrimination. I will always stand up for inclusion and equality and be a true advocate for policy changes and implementation of new programs, review boards, and educational systems to uphold the importance of diversity. I will always take responsibility and hold others accountable to ensure diversity, equality, and multiculturalism are values that are promoted every single day in all aspects of my job and my life.

Summary

In today's society, directly addressing issues related to diversity and inclusion is crucial to an organization's image and branding both in the workplace and on social media. It is important for all organizations and individuals to be open-minded and conscious of diversity, equality, and multiculturalism. However, the core of ethics, diversity and inclusion is having real actions and policies in place that are emphasized and abided by every day rather than empty statements and guidelines. Without action, initiatives and ideas regarding ethics and diversity are simply vague goals and failed attempts to live up to a certain image. Publics are really starting to see through empty promises of diversity, and ethical standards and inclusivity are becoming universal values of society that organizations are expected to uphold. Individuals and organizations are being held accountable and ignorance is an excuse of the past when it comes to diversity and inclusion. These principles have to be kept in mind and followed at all times.