

Table 2

PRSA Value	General PRSA concept	Air Force paragraph(s)	Air Force terms used
ADVOCACY	“provide a voice” in support of the client “in the marketplace of ideas, facts, and viewpoints” & support “those we represent.”	1.3.1; 1.3.1.1; 1.3.1.2; 1.3.3; 1.3.3.1; 1.3.4; 1.3.4.1; & 1.3.4.3	“enable leaders to communicate”; “assist leaders in developing themes and messages”; & “promote public understanding.”
HONESTY	Have the “highest standards of accuracy and truth in advancing the interests of those we represent.”	1.3.1.2; 1.3.2; 1.3.2.1; 1.3.2.2; 1.3.3; 1.3.3.1; & 1.3.3.2;	“factual and timely information”; “better understand”; “well informed”; “two-way communication”; “honest dialogue” & “public trust”
EXPERTISE	“responsibly use specialized knowledge and experience” and “build mutual understanding, credibility, and relationships.”	1.3.1; 1.3.1.2; 1.3.2.1	“trusted, objective counsel” ; “identifies, analyzes, develops, and plans”; “provides efficient tools”;
INDEPENDENCE	“provide objective counsel” and be “accountable for our actions.”	1.3.1; 1.3.1.1; & 1.3.1.2	“trusted, objective counsel”; “factual and timely information”;
LOYALTY	“faithful to those we represent, while honoring our obligation to serve the public interest”	1.3.1; 1.3.1.1; & 1.3.1.2	“trusted, objective counsel”; “factual and timely information”;
FAIRNESS	“deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public,” and “respect all opinions and support the right of free expression.”	1.3.1.2; 1.3.2.2	“factual and timely information”; “efficient two-way communication”

Note: Cross Comparisons between the PRSA code of ethics and the Air Force Public Affairs Core Competencies.