

Table 3

PRSA Value	General PRSA concept	SPJ Ethical Themes	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.”	<p>“public enlightenment is the forerunner of justice and the foundation of democracy.”</p> <p>“seek truth and report it”</p>	“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.”	<p>“free exchange of information that is accurate, fair and thorough”</p> <p>“An ethical journalist acts with integrity”</p> <p>“Journalists should be honest”</p>	“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.”	“be careful and fair”	“trusted, objective counsel” ; “identifies, analyzes, develops, and plans”; “provides efficient tools”;
INDEPENDENCE	“provide objective counsel” and be “accountable for our actions.”	<p>“Take responsibility”</p> <p>“Act Independently”</p>	“trusted, objective counsel”; “factual and timely information”;
LOYALTY	“faithful to those we represent, while honoring our obligation to serve the public interest”	“courageous in gathering, reporting and interpreting information”	“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.”	<p>“journalism should be accurate and fair”</p> <p>“be transparent”</p>	“factual and timely information”; “efficient two-way communication”

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