



STEPHANIE ROJO'S PERSONAL CODE OF ETHICS

SERVANT LEADERSHIP: I will be a leader who works for the betterment of society, the benefit of a client and the interest of parties involved.

HUMAN RIGHTS: I will aim to preserve, protect and defend the rights of others. At the end of the day, my main goal is to protect the dignity of human life.

TRANSPARENCY: I will cultivate an atmosphere of openness and create channels of communication for myself, the public, my clients, my employer and other audiences.

BALANCE: I will weigh both sides of an issue before making a decision. I will conduct myself in a respectful manner at all times and maintain an unbiased stance whenever possible.

SELF-CONTROL: I will remain aware of my actions and surroundings at all times. I will exercise restraint when drawing conclusions or making decisions and refrain from taking impulsive actions.

ACCURACY: I will hold myself to a high standard and create honest, accurate and factual content for my clients, my employer and various audiences. I will thoroughly research, seek concrete information and find reliable sources for my work.

TOLERANCE: I will respect the views, backgrounds and affiliations of others. I will honor opinions and ways of life that may differ from my own.

In any career path, it is important to remain professional and perform good work without compromising one's own value system. As a public relations professional, this line can often become blurred. It is one's responsibility to remain true to our personal belief system because ethical issues will often present themselves. A person must consider whether doing a potentially unethical job is worth the risk of breaking our own value system, hurting ourselves and perhaps hurting others.