

Code of Conduct

You need to review the important role of the code of conduct. “It's important for staff to understand and agree to your code of conduct, as their compliance with the code helps to build your business's reputation. Your code of conduct should be followed whenever employees are working for or representing your business. This includes when they are: performing work in the workplace, taking business trips, attending work-related social events, and representing you or your business. (Queensland Government, 2016)”

The Visual and Performing Arts (VPA) department is not a member of the Public Relations Society of America (PRSA). The VPA department's Public Programming Coordinator (PPC) serves as Public Relations (PR) contact and participates in the code of ethics which is in line with PRSA's written code of conduct. It involves an outstanding commitment to ethical practices as they promote the work of students, faculty, and staff to local communities. This community involves fair, truthful, factual representation of VPA programs and events when students express their interest and permission in being showcased.

Additionally, the role of PR is the PPC is committed to ongoing relationship building with members of the media (internal at the University and external). It includes being supportive to the VPA community promptly when they have any specific questions as long as the information is not proper for the department.

The VPA chair, VPA faculty members, and members of University Communications maintain an informed communication with the media to strategically showcase the incredible work of their students and faculty. The PPC commits to localizing press releases, therefore, it publishes the media target. Interns assist with a variety of internal and external stories is suitable for the University Publications as well, while following the code of conduct.

References

Employment, S. B. (2019, January 02). Staff code of conduct. Retrieved from

<https://www.business.qld.gov.au/running-business/employing/taking-on-staff/staff-code-conduct>

Journal Paper

3

Waweru W.

CM-435-01

Journal 6

11/14/2021