

PRSA Chapter Conflict of Interest Policy

The Public Relations Society of America, Madison Chapter (PRSA Madison) depends upon the continuing leadership of its Officers and Directors to fulfill the organization's responsibilities to its members and to the public relations industry at-large. Because one aspect of determining qualifications is avoiding conflicts of interest, the Board of Directors of PRSA Madison adopted the following policy on March 14, 2024.

Officers and Directors of PRSA Madison must be constantly aware of situations that may put their personal interests in conflict with those of the Chapter. The Chapter expects Officers and Directors to demonstrate the loyalty and ethical consciousness required to anticipate and recognize situations that might produce such conflicts.

Officers and Directors of PRSA Madison must refrain from engaging in any transaction with the Chapter in which their duty to protect the Chapter's interest coincides with an opportunity to realize a personal gain or benefit. No leader shall engage in any activity that will conflict with the Chapter's interest or diminish their ability to render to the Chapter full, loyal and undivided service. Leaders shall at all times avoid not only actual conflicts of interest, but also the appearance of a conflict of interest. The appearance of a conflict can be as damaging as an actual conflict, resulting in reputation management issues for the Chapter. Leaders are encouraged to develop and maintain an attitude of awareness of those situations in which an appearance of conflict might arise.

If a conflict of interest should arise, each elected leader has the responsibility to inform the Board of Directors about the conflict, to not vote on the matter, to provide the Board with any and all relevant information, to retire from the room in which the Board is meeting and to not participate in the final deliberation or decision regarding the matter. Should there be a doubt as to if a conflict of interest exists the matter shall be resolved by a vote of the Board of Directors, excluding the person concerned.

The minutes of the meeting of the Board shall reflect that the conflict of interest was disclosed and that the interested person was not present during the final discussion or vote and did not vote.

A copy of this conflict of interest policy shall be furnished to each leader who is presently serving this organization, or who may hereafter become associated with it. This policy shall be reviewed in the same time sequence as the bylaws of the Chapter. All new leaders of PRSA Madison shall be advised of this policy upon undertaking the duties of such office, and will be required to sign the policy at the beginning of each calendar year.

A master file of all signed documents will be maintained by the PRSA Madison board secretary.