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Contact Information:

FORMER CEO OF INTERNATIONAL COMMUNICATION FIRM DISCUSSES THE IMPORTANCE OF ETHICS TO COLORADO STATE UNIVERSITY JOURNALISM STUDENTS

Fort Collins – Tom Hoog, senior counselor to the chairman and former CEO at Hill & Knowlton, Inc, visited with Colorado State University journalism students to discuss important tips for graduating seniors wanting to enter the public relations industry as well as the importance of ethics Sept. 23.

Narrowing in on current economic trends, Hoog discussed how soon-to-be graduates should prepare themselves in the search for entry level jobs. According to Hoog, individuals must and adapt themselves to how the industry is changing by being broad yet specialized. In other words, have a broad education but be specialized in what area you would like to see yourself working in.

“I look for three bones in future employees, a funny bone, backbone, and wishbone,” said Hoog, stating that he wants employees to have a sense of humor, can stand up for themselves, and have dreams of what they want to do with their futures.

Hoog also discussed the importance of ethics and how if they aren’t followed correctly, you could lose your reputation and any shot at a good career. He mentioned that ethics should go farther than a big paycheck, and even if a company is willing you pay you a large amount of money, it’s still not an excuse to go against your personal ethics.

Hoog is the former CEO of Hill & Knowlton, an international communications consultancy, providing services to local, multinational and global clients. He was selected as one of the 100 most influential public relations practitioners of the 20th century by PR Week magazine.

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