

SUMMARY OF THE ENFORCEMENT OF NATIONAL CODES OF ETHICS / CONDUCT

ASSOCIATION	HOW DOES THE ASSOCIATION ENFORCE THIS CODE	ACTION	NUMBER OF TYPES OF COMPLAINTS RECEIVED	COMMENTS
Public Relations Society of America	A board of Ethical and professional Standards (BEPS) has been set up. Ethics officers and senior practitioners advisors in training have been appointed in all chapters across United States.	All enforcement has been eliminated with the exception of expulsion for conviction by a court of certain crimes.	Less than a dozen in past three years. Complaints were usually some punitive action being requested against another practitioner – often related to business practice and integrity of individuals.	Despite the setting up of BEPS during the past 11 years, no one has been sanctioned in all that time. Reality is that sanctions cannot be successfully imposed so have been forced to adopt a purely aspirational approach. BEPS focus is now motivation, education, advice and designing scenarios that help illustrate the ethical practice of public relations.
Public Relations Institute of Australia (PRIA)	PRIA's College of Fellows acts as guardian of code and makes recommendations to the PRISA Board on possible amendments. College also acts for the Board in hearing complains and making recommendations.	Under the constitution there are sanctions for breaches of the code ranging from censure to expulsion. When a complaint is received and is considered prima facie valid a College of Fellows establishes a committee of enquiry which after investigation, makes recommendations to the board. Board has ultimate authority in deciding on sanctions as well as expulsions.	Average of about three or four complaints a year involving allegations of improper treatment of employees, unfair practice in relation to other members and conduct likely to bring the profession and PRIA into disrepute.	College has a Code of Ethics Administrative procedures manual. This code is regularly reviewed. It is currently reviewing procedures with the aim of making them more open.
Public Relations Institute of Southern Africa	Board appoints a disciplinary committee. Each practitioner found guilty of malpractice or misconduct has the right of appeal to National Council of PRISA.	Complaints are received in writing with all supportive evidence. It is circulated to the disciplinary committee which decides whether it is in breach of the code or whether it is a purely legal matter. If it is a breach of the Code, then each party is asked to present its case. If the situation can be resolved through mediation – this course of action is pursued in the case of PRISA members. Courses of action open include various levels formal reprimand	Only one complaint in three years. This concerned professional conduct of a member. The APR was found guilty of misconduct and membership and APR registration were removed. This was publicised in the institute's publication, Communika.	Very few complaints received – three in ten years. They were handled in a legal manner and did not require reference to PRISA's disciplinary committee. Committee has no authority over practitioners who are not members of PRISA.

		and censure. Most extreme form of censure is the removal of the name of the practitioner from PRISA register. Sanctions are made public.		
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Institute of Public Relations (UK)	Complaints are investigated by the Professional Practices Committee (PPC) of the Institute. The PPC has power to enforce the code, save when the matter cannot be resolved by utilising powers at their disposal. In such instances the Disciplinary Committee, which has wider powers, then reports its findings and recommendations to the PPC, the Executive Committee and the Council.	Although aim to settle disputes amicably through arbitration of all parties involved – have a range of powers such as warnings and issuances of best-practice guidance, fines (including reimbursement of our and other parties legal costs), suspension and termination of membership.	Up to 20 in the past three years. Complaints were a range of contractual issues between employers, and employees and suppliers, abuses of email leading to libel claim, endorsement of inappropriate subject matter, nepotism, misuse of contacts and paid for advertorial.	Disciplinary decisions are made public and reported by the Council. It is felt that this raises the profile of the Institute as UK industry standard bearer, raising awareness of best practice and acting as a deterrent to other practitioners.
Public Relations Institute of New Zealand	Complaints are made to the National Ethics Committee of PRINZ. After investigation that committee reports to the national executive of PRINZ, with recommendations.	As a result of having an interim Code, PRINZ now negotiates and agrees upon a complaints process with parties involved in a complaint. The national executive has the power under the constitution to take various actions in respect to members.	Received one complaint in the last three years which, as a result of litigation, cost PRINZ in excess of \$40 000.	Complaint related to one particular client of Shandwick New Zealand, Timberlands West Coast Limited (Timberlands) and work carried out for that client in the period 1997 – 99. This client is wholly owned by the New Zealand Government, as a state-owned enterprise under the State Owned Enterprise Act. As a result of a dispute between the parties a QC was appointed in place of the ethics committee to deal with the matter.
Italian Public Relations Institute	Created a Collegio Dei Probiviri of seven members nominated every three years. It is fully autonomous from all other parts of the association.	Collegio conducts investigation and if violation is proved, informs President who in turn may decide to recall membership. This decision can be made public.	Four complaints in past three years. They were of a professional and business nature, involving competitive situations.	Judging from the number of complaints, if the professional body is of no use why should anyone complain?
Puerto Rico	Ethics committee – chaired by Association's vice President who in turn appoints four other members.	Members found guilty of violating the Code of Ethics could face expulsion and a public reprimand.	Not provided.	Guilty party may continue to practise since membership of association is not compulsory and PR profession is not regulated through licensing.