Benchmarking of codes of ethics
In Public Relations- Phase 2

A preliminary report to the Global Alliance of Public Relations and communications management associations
(including enforcement issues)

February 2002
Global Alliance Code of Ethics – Phase II

Executive Summary

*For the purpose of this report and to make it easier for referencing only, I have taken the liberty to refer to the Global Alliance as the GA.*

Notes contained in the minutes of the June 2001 Global Alliance meeting held in Stockholm indicated that CPRS under the direction of Jean Valin, APR, Fellow CPRS, would continue to refine the matrix on the Codes of Ethics of countries taking part in the Global Alliance. See Appendix “A”.

In the initial report prepared in the Spring of 2001, 14 organization (including the Confédération européenne des relations publique (CERP) – 18 national associations from 15 countries throughout Europe, responded to a call to submit their codes of ethics with a view to determining where common areas exists. A matrix was prepared which all of you received last summer. Two further countries have been added to the list.

Additional questions were forwarded to you earlier this early for Phase II of the ethics benchmarking project. Question asked during this stage referred to enforcement of the code; numbers and nature of complaints received on an annual basis; what action/sanctions if any were taken; and what were the consequences.

Responses to Phase II were minimal and an evaluation of those that were submitted indicated that each member country had enforcement procedures built into their Codes, however, very few complaints were received.

Most countries indicated that because membership in their organizations was voluntary, it was extremely difficult to censure or sanction anyone who did not subscribe to the codes. One or two organizations admitted that the extreme penalty was to expel an individual from membership.

The report that is contained in Appendix “B”, endeavors to show similarities among members of GA.

In addition, I have attempted to put to paper a very rough draft of a Code of Ethics that each member country of the GA may be able to ascribe too. This is merely a starting point and I suspect would need several re-writes before being acceptable to all member countries. The draft is heavily based on materials received from IPRA and PRSA’s new Code adopted by them in 2001. I have tried to address many of the common areas of concern facing member organizations of the GA.

This draft would be the basis of a universal Code and would require Member Countries to attach an addendum to address specific concerns within its own organization.

On behalf of the project team,
Don J. LaBelle, APR, Fellow CPRS
Global Alliance – Code of Professional Conduct Project – Phase II

- This report updates a report issued in May 2001.
- For the purpose of easy references only the Global Alliance will be referred to as the GA.

Introduction

Following the acceptance of a Global Alliance between Countries practicing public relations throughout the world, Jean Valin, APR, Fellow CPRS, a Past-President of the Canadian Public Relations Society (CPRS) agreed to undertake a comparison study of Codes of Ethics governing signatories of the Alliance. Don LaBelle, APR, Fellow CPRS, another Past-President of CPRS and currently Chairperson of the CPRS National Judicial Committee was recruited to assist in the project.

In February 2001, a questionnaire was sent to each of the Global Alliance countries requesting copies of Codes of Ethics that would be reviewed to determine common areas. A total of 14 replies were received. Since the first report was tabled at the GA meeting in Stockholm, GA partners asked that an outreach effort be conducted to obtain more submissions and to add a second component to our benchmarking exercise- that being the issue of enforcement. A member of PRISA- professor Chris Skinner- has also joined the project and has undertaken to expand the reach of our project to associations in Africa and Australasia. At the time of writing, only a few additional submission were received and added to this report. Therefore this report has been labelled ‘preliminary’. Our plan is to continue this project with a time line of completion in the summer of 2002. (Appendix “A” lists the respondents).

Background Review

Conféderation européenne des relations publique – CERP

A total of 18 national associations from 15 European Countries are institutional members of CERP. The organization is governed by an International Code of Ethics (Code of Athens) that was adopted in Athens in May 1965. All members of CERP upon acceptance as public relations practitioners are bound by this Code. CERP is also a signatory of the European Code of Professional Conduct in Public Relations – Code of Lisbon.

Honesty & Transparency

Section II of the Code of Lisbon contains professional obligations that in the practice of the profession the public relations practitioner undertakes to respect the principles set forth in the Universal Declaration of Human Rights and in particular the freedom of expression and the freedom of the media.

The practitioner also undertakes to act in accordance with the public interest and not to harm the dignity or integrity of the individual and must show honest, intellectual integrity and loyalty. Practitioners are not allowed to make use of comments that are misleading or information that is false or misleading.
Public relations activities must be carried out openly; they must be readily identifiable, bear a clear indication of their origin, and must not tend to mislead third parties.

In relations with other professional and with other branches of social communications, the public relations practitioner must respect the rules and practices appropriate to those professions or occupations, so far as these are compatible with the ethics of his/her own profession.

**Obligations Towards Clients or Employers**

Public Relations practitioners shall not represent conflicting or competing interests without the express consent of the clients or employers concerned; have an interest that may conflict, or have a financial interest, with that of the client or employer; and, a practitioner shall not enter a contract with a client or employer where the practitioner guarantees quantified results.

Any attempt to deceive public opinion or its representatives is strictly forbidden. Any form of blackmail, corruption or exertion of undue influence, especially in relations with the media, is forbidden. News must be provided without charge and with no private understanding or hidden reward for its use of publication.

The public relations practitioner must refrain from unfair competition with fellow-practitioners and must neither act nor speak in a way that could tend to depreciate the reputation or business of a fellow-practitioner.

**Toward the Profession**

Public relations practitioners must refrain from any conduct that may prejudice the reputation of the profession. The reputation of the profession is the responsibility of each of its members and practitioner has a duty not only to respect the Code but to also:

a. assist in making the Code more widely known and understood;
b. to report to the competent disciplinary authorities any breach of the Code which comes to his/her notice, and,
c. to take any action in his/her power to ensure that rulings on its applications by such authorities are observed and sanctions made effective.

**Enforcement**

All members of CERP agree to abide by the International Code of Ethics, and that it, in the light of evidence submitted to the Council, a member should be found to have infringed this Code in the course of his/her professional duties, he/she will be deemed to be guilty of serious misconduct calling for any appropriate penalty.

Any public relations practitioner who permits a violation of the Code will be considered as having himself/herself breached the code.

**Estonian Public Relations Relations Association (EPRA)**

EPRA is governed by a code of conduct that is based in principle on the code of the International Public Relations Association (IPRA). This Code was adopted in 1961 in Venice.
The code applies to all members and covers the areas of personal and professional integrity, conduct towards employers and clients, conduct towards the public and the media and conduct towards colleagues.

It is understood by members that professional integrity means the maintenance of both high moral standards and a sound reputation and the observance of the constitution, rules and particularly adherence to the Code of Conduct.

Members have a general duty of fair dealing towards past and present clients or employers, shall not represent conflicting interests, shall safeguard the confidences of clients or employers and shall not propose to a prospective client or employer that their fees or other compensation be contingent on achievement of certain results.

Members conduct all professional activities with respect to the public interest and for the dignity of the individual and shall not engage in practice that tends to corrupt the integrity of channels of public communication. In addition, members shall not intentionally disseminate false or misleading information, and at all times give faithful representation of the organization that they serve.

Conduct towards colleagues includes items whereby members shall not intentionally injure the reputation or practice of another member, shall not seek to supplant another member with their employer or client and will at all times cooperate with fellow members in upholding and enforcing the Code of Conduct.

**International Public Relations Association (IPRA)**

The International Public Relations Association was founded in 1955 to provide a channel for the exchange of ideas and professional experience among those engaged in international public relations practice. This is carried out through the presentation of studies and papers, meetings, congresses, and events with a view to improving knowledge of international public relations practice.

**Honesty and Transparency**

IPRA agrees to foster the highest standards of public relations competence and practice, especially in the international field and undertakes such other activities that may be of general benefit to all members.

**Obligation Towards Member associations**

IPRA invites member Associations in good standing to organize the triennial Public Relations World Congresses and promotes the profession in those parts of the world where public relations is still in its infancy.

**Italian Federation of Public Relations (FERPI)**

The Code of Professional Conduct was adopted by FERPI at its General Assembly in May 1978.

**Honesty and Transparency**

All members enrolled in FERPI; the professional associates; and the associates who carry out their activity as employers of companies in various organizations, must exercise their professional
public relations activities with the full respect of the rules of professional conduct formulated from
the Code of Athens, its own Constitutional Document and the Code of professional conduct of the
International Public Relations Association.

Every member must exercise his/her professional activity while demonstrating honesty, loyalty
and integrity. Public relations activities must be realized with clarity and transparency, and must
never be intended to trick or commit errors to third parties.

Obligations to Clients and Employers

Members cannot assume assignments or carry out activities that involve conflict of interest
without the explicit consent of the client or the employer requesting it.

Every member must only accept contracts or relations with clients or an employer where the
honoraria and compensations are measured to the professional performance and to the eventual
attainment of predetermined results,

When, in the execution of an activity of public relations, an initiative is determined to be contrary
to the professional conduct, or is contrary to the present code, the member must immediately
inform the appropriate client or employer and interrupt consequently such initiatives.

Obligations Towards the Profession

Members have the direct responsibility to maintain the reputation of the profession. Every
member also has the obligation to respect the Code and to collaborate in ensuring everyone
knows and respect its contents. He/she has the moral duty to report to the FERPI whichever
violation of the Code he/she faces.

When carrying out professional public relations activities every member of FERPI must act in
such ways that his/her conduct can never be contrary to the reputation of the FERPI and of the
practice of public relations.

Public Relations Institute of New Zealand

PRINZ has operated under a Code of Professional Conduct based on the IPR Code. PRINZ
currently reviewed the Code and has recently adopted a new Code that focuses on the
development and maintaining of trust by its Members with respect to relationships between its
clients or employers and their stakeholders.

PRINZ’s Code of Ethics provides the foundation for the industry in the areas of advocacy,
honesty, expertise, independence, loyalty and fairness.

The primary obligation of membership of PRINZ is the ethical practice of public relations whereby
a member shall promote ethical, well-founded views of their clients/employers, be honest and
accurate in all communications, avoid deceptive practices and act promptly to correct erroneous
communications.

Members will also promote open communications in the public interest wherever possible,
respect the rights of others to have their say, and safeguard the confidences and privacy rights of
present, former and prospective clients and employers.

In addition, members will disclose promptly any existing or potential conflict of interest to affected
clients or organizations and will disclose any client or business interest in published or broadcast
editorial work.
Members will abode by the laws affecting membership and the practice of public relations, actively pursue personal professional development, counsel colleagues on ethical decision-making, and not engage in irrelevant or unsubstantiated personal criticism.

**Puerto Rico Association of Public Relations Professionals**

**Honesty and Transparency**

Members should act in a just and honest way with clients, employers, colleagues and the general public. A member should conduct his/her professional life according to the public interest and adhere to the accepted practices of accuracy and veracity.

Members should not place themselves in a position in which interests, expressions or actions could enter into conflict with their duties towards clients or employers, nor represent conflicting or competing interest without the expressed consent of the parties involved.

Members should not dedicate themselves to practices that tend to corrupt or that could even slightly hint about corruption regarding the integrity of communication media and of the professionals that work for them.

While conducting services for a client or employer a member will not change professional fees to third parties for tasks that are part of an obligation to clients or employers, nor accept professional fees or compensation determined according to specific results of the work being carried out.

Members should withdraw services to a client or employer whenever that service will violate the Code of Ethics of the Association and members should actively cooperate with his/her colleagues to uphold and put into practice this Code of Ethics.

**Public Relations Society of America (PRSA)**

The Public Relations Society of America adopted a new Code of Ethics in October 2000. The new Code was a result of two years of concentrated effort led by the PRSA Board of Ethics and Professionals Standards.

The new PRSA Code differs from previous Codes in three important ways:

1. Emphasis on enforcement of the Code has been eliminated. But the PRSA Board of Directors retains the right to bar from membership or expel from the Society any individual who has been or is sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code.

2. The new focus is on universal values that inspire ethical behavior and performance.

3. Desired behavior is clearly illustrated by providing language, experience, and examples to help the individual practitioner better achieve important ethical and principled business objectives. This approach should help everyone better understand what the expected standards of conduct truly are.

As a result of the new Code, the mission of the Board of Ethics and Professional Standards has now been substantially altered to focus primarily on education and training, on collaboration with similar efforts in other major professional societies, and to serve an advisory role to the Board on ethical matters of major importance.
PRSA is committed to ethical practices, public trust and the pursuit of excellence with powerful standards of performance, professionalism and ethical conduct.

Advocacy

PRSA serves the public interest by acting as responsible advocates for clients and employers and provides a voice in the marketplace of ideas, facts and viewpoints to aid informed public debate.

Honesty

Members of PRSA adhere to the highest standards of accuracy and truth in advancing the interests of clients and employers in communication with the public.

Expertise

PRSA members acquire and responsibly use specialized knowledge and experience, understanding, credibility and advances the profession through continued professional development, research and education.

Loyalty

Members are faithful to those they represent, while honoring their obligation to serve the public interest. Members deal fairly with clients, employers, competitors, peers, vendors, media, general public, and supports the right of free expression.

Swedish Public Relations Association

The SPRA operates under the Code of Athens and Venice. The Association was founded in 1950 with one of their major concerns being ethics in public relations. The Association is currently developing a handbook regarding typical ethical situations that arise from day to day, and how to deal with them.

The four main areas that are common within organizations and companies include: openness, plainness (clarity), accessibility and sensitiveness.

Institute of Public Relations (IPR)

Members of IPR agree to maintain the highest standards of professional endeavour, integrity, confidentiality, financial propriety and personal conduct. Members also agree to deal honestly and fairly in business with employers, employees, clients, fellow professionals, other professions and the public.

Members take all reasonable care to ensure employment best practice including giving no cause for complaint of unfair discrimination on any grounds, and work within the legal and regulatory frameworks affecting the practice of public relations in all countries where they practice.

Members encourage professional training and development among members of the profession and respect and abide by the Institute’s Code of Ethics.
Members subscribe to principles of good practice that include: integrity, competence, transparency and conflicts of interest and confidentiality.

Members maintain professional standards by identifying and closing professional skills gaps through the Institute’s Continuous Professional Development program; offering work experience to students interested in pursuing a career in public relations; participate on IPR committees; encouraging employees and colleagues to join and support the IPR; and sharing information on good practice with members.

Public Relations Institute of Ireland

The main objective of the PRII is to promote a full appreciation within Ireland of the practice and principles of public relations and to promote these principles through the profession.

Included in the support of this objective are the maintenance and promotion of training research and educational facilities for practitioners; presentation of courses, provides lecturers and researchers; develops appropriate criteria for the training of practitioners and to do other things that are incidental or conducive to the attainment of the objectives of the Institute. * NB. We are checking with PRII to confirm certain aspects of their code.

Public Relations Institute of South Africa

The PRISA bases its professional principles on the fundamental value and dignity of the individual. It believes in and supports the free exercise of human rights, especially freedom of speech, freedom of assembly and freedom of the media, which are essential to the practice of good public relations.

In servicing the interest of clients and employers members of PRISA dedicate themselves to the goals of better communication, understanding and cooperation among diverse individuals, groups and institutions of society. They also subscribe to and support equal opportunity of employment in the public relations profession.

Members adhere to a Code of Professional Standards for the Practice of Public Relations that pertains to professional conduct when dealing with individuals; towards clients and employers and towards their colleagues. Members will not recommend the use of any organization in which they have a financial interest, nor make use of its services on behalf of clients or employers, without declaring their interest, nor will they accept fees, commissions or any other consideration from anyone other than the client or employer in connection with those services.

Members will at all times respect the dignity and decisions of PRSA and are bound to uphold the annual registration fee levied by the Association.

Spanish Association of Communication Directors

The SACD currently does not have a professional code of professional conduct in place but expects to have one by the end of the year 2001 or early in 2002. They have in their possession copies of the PRSA Code of Conduct and have requested the Code of Conduct from CPRS to help them formulate a Code of their own.
Slovenian Public Relations Association

The SPRA adopted an Ethical Code in September 1998. The Code is based on basic human rights of freedom of expression of thought, speech, assembly and participation in the management of public affairs.

The SPRA and its members are committed to the Ethical Code and strive to realize that code in the areas of public relations and with non-members.

Members are responsible for their conscience, clients/employers, and their professional colleagues and additionally commit themselves to operate in good faith and fairness.

Canadian Public Relations Society

Members of CPRS pledge to uphold the letter and spirit of a Code of Professional Conduct and ensure that any breach of the Code by Members is reported to the Society.

Members practice public relations according to the highest professional standards, deal fairly and honestly with the communications media/public, and shall deal fairly with past or present employers/clients, fellow practitioners and with members of other professions.

In addition, members shall publicly disclose the name of employer/client on whose behalf public communications are made and refrain from associating with anyone that would not respect such policy.

Members shall protect the confidences of present, former and prospective employers/clients and shall not represent conflicting or competing interests without the express consent of those concerned.

Members shall not guarantee specified results beyond the member’s capacity to achieve and shall not accept fees, commissions, gifts or any other considerations for professional services from anyone except employers or clients for whom the services were specifically performed.

Public Relations Institute of Australia

PRIA was established in 1960 and operates under its own Code of Ethics. The Code is reviewed regularly with the last official update completed in March 1998.

The PRIA’s College of Fellows acts as guardian of the Code and makes recommendations to the PRIA Board on possible amendments. The College also acts for the Board in hearing complaints and makes recommendations on action to be taken if applicable.

Under the PRIA 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 the College of Fellows establishes a Committee of Inquiry that makes a detailed examination and makes recommendations to the Board.

PRIA averages about three or four complaints per year. They have involved allegations of improper treatment of employees, unfair practice in relation to other members, and conduct likely to bring the profession and the PRIA into disrepute. Not all of these complaints have been found proven.
Hungarian Public Relations Association (HPRA)

The HPRA Code, known as the Ethical Codex of PR, was adopted by its general assembly on April 6, 2000. Its purpose is to carry out public relations activities according to generic moral standards, develop moral levels of those who practice public relations and maintains and increases the general trust in the public relations profession.


The Ethical Committee of HPRA deals with all complaints of practitioners and decides whether or not official proceedings will be initiated. If a full investigation is warranted the Committee carries it out and make recommendations to the President for any action.

Public Relations Association of Uganda

The Public Relations Association of Uganda operates under the IPRA Code of Ethics and Conduct since its formation in 1976. The Association does not have any mechanisms in place to enforce the Code as members consider it their civic and ethical duty to abide with the perimeters of the Code. Membership in PRAU is not mandatory and the profession is not regulated through licensing.

Donald J. LaBelle, APR, Fellow CPRS
15 February 2002

APPENDIX “A”

What follows is a comparative analysis report on the various Codes in use by public relations association around the world.

The following matrix attempts to show where comparisons exist.

<table>
<thead>
<tr>
<th>Societies</th>
<th>Code</th>
<th>When Adopted</th>
<th>Last Updated</th>
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<td>Athens May 1965</td>
<td>Lisbon, April 1978</td>
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<tr>
<td>International Public Relations Association (IPRA)</td>
<td>Athens May 1965</td>
<td>Teheran, April 1968</td>
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</tr>
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<td>Italian federation of public relations (FERPI)</td>
<td>Athens 1970</td>
<td>1986 (to be reviewed in 2002)</td>
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</tr>
<tr>
<td>Organization</td>
<td>Year</td>
<td>Event/Status</td>
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<td>---------------------------------------------------</td>
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<td>--------------------------------------------------</td>
<td></td>
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<tr>
<td>Public Relations Institute of New Zealand (PRINZ)</td>
<td>1995</td>
<td>New Code adopted May 2001</td>
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<tr>
<td>Association of Public Relations Of Puerto Rico (ARPPR)</td>
<td>PRSA 1970</td>
<td>Last revised 1994</td>
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</tr>
<tr>
<td>Public Relations Society of America (PRSA)</td>
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<td>Revised and adopted in Oct 2001</td>
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<td>Athens &amp; Venice 1950</td>
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<td>Every 5 years October 2000</td>
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<td>Public Relations Institute of Southern Africa (PRISA)</td>
<td>1998</td>
<td>Revised 30 July 2000</td>
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<td>Canadian Public Relations Society</td>
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<td>Members renew pledge every year</td>
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<td>No plans currently underway to revise</td>
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### Appendix B

Global Alliance Similarities in Codes of Ethics

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<th>Organizations</th>
<th>Code</th>
<th>Date</th>
<th>Values</th>
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<th>Transparency</th>
<th>Loyalty</th>
<th>Conduct</th>
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Spanish Assoc. of Communications Directors: *Currently preparing Code for completion in early 2002.*
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<td>ASSOCIATION</td>
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<td>NUMBER AND TYPES OF COMPLAINTS RECEIVED</td>
<td>COMMENTS</td>
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<td>Public Relations Society of America</td>
<td>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</td>
<td>All enforcement has been eliminated with the exception of expulsion for conviction by a court of certain crimes.</td>
<td>Less than a dozen in past three years. Complaints were usually some <strong>punitive</strong> action being requested against another practitioner – often related to business practice and integrity of individuals.</td>
<td>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.</td>
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<td>Public Relations Institute of Australia (PRIA)</td>
<td>PRIA’s College of Fellows acts as guardian of code and makes recommendations to the PRIA Board on possible amendments. College also acts for the Board in hearing complaints and making recommendations.</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
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<td>Public Relations Institute of Southern Africa</td>
<td>Board appoints a disciplinary committee. Each practitioner found guilty of malpractice or misconduct has the right of appeal to National Council of PRISA.</td>
<td>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 of formal</td>
<td>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.</td>
<td>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.</td>
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<td>ASSOCIATION</td>
<td>HOW DOES THE ASSOCIATION ENFORCE THIS CODE</td>
<td>ACTION</td>
<td>NUMBER AND TYPES OF COMPLAINTS RECEIVED</td>
<td>COMMENTS</td>
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<td>Institute of Public Relations (UK)</td>
<td>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 continues the investigation and reports its findings and recommendations to the PPC, the Executive Committee and the Council.</td>
<td>reprimand and censure. Most extreme form of censure is the removal of the name of the practitioner from PRISA register. Sanctions are made public.</td>
<td>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.</td>
<td>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.</td>
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<td>Italian Public Relations Institute</td>
<td>Created a Collegio Dei Probiviri of seven members nominated every three years. It is fully autonomous from all other parts of the association.</td>
<td>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.</td>
<td>Four complaints in past three years. They were of a professional and business nature, involving competitive situations.</td>
<td>Judging from the number of complaints, if the professional body is of no use why should anyone complain?</td>
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<td>Puerto Rico</td>
<td>Ethics Committee – chaired by Association’s vice President who in turn appoints four other members.</td>
<td>Members found guilty of violating the Code of Ethics could face expulsion and a public reprimand.</td>
<td>Not provided.</td>
<td>Guilty party may continue to practise since membership of association is not compulsory and PR profession is not regulated through licensing.</td>
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QUOTES

“Without some kind of statutory authority or government regulation to enforce that provides punitive powers, enforcement is simply not feasible”

James Lukaszewski
PRSA

“I believe we are far likelier to gain global cooperation on the basis of a common set of professional behaviours and aspirations rather trying to punish”.

James Lukaszewski
PRSA

“One thing you learn when you try to enforce a code is that very few really understand what ethics is all about”.

James Lukaszewski
PRSA

“Our disciplinary decisions are now made public and reported by the Council. This has the effect of raising the profile of the Institute as the UK Industry Standard’s Bearer, raising awareness of best practice and acting as a deterrent to other practitioners.”

Nigel O’Connor
IPR

“My suspicion is that in the UK it will not be long before there is formal regulation of some aspects of PR – lobbying and financial. There are definitely moves in that direction and it may well take only one more scandal to push the government into introducing it.”

James Lukaszewski
PRSA

“Judging by the number of complaints if the professional body is of no use, why should anyone complain.”

Toni Muzi Falconi
Italian PR Institute

“We do not have regulations in place to enforce our Code of Ethics. Members just consider it their civic and ethical duty to abide with it. We have no mechanism to enforce it”.

Herbert Muhumuza
Uganda PR Association