

MEPRA Individual Code of Conduct

❖ Advocacy and Honesty

A member shall:

- I. Provide independent, objective counsel for clients or employers.
- II. Promote the ethical, well-founded views of clients or employers.
- III. Be honest and accurate in all communications - and act promptly to correct erroneous communications.
- IV. Avoid deceptive practices

❖ Balancing Openness and Privacy

A member shall:

- I. Promote open communication in the public interest whenever feasible.
- II. Respect the rights of others to express their views.
- III. Be prepared to disclose the names of clients or employers represented and the sponsors of causes and interests advocated.
- IV. Safeguard the confidences and privacy rights of current, former, and prospective clients and employers.

❖ Conflicts of Interest

A member shall:

- I. Promptly disclose any existing or potential conflict of interest to affected clients or organisations.
- II. Disclose any client or business interest in published or broadcast editorial work.

❖ Law Abiding

A member shall:

- I. Adhere to all applicable laws governing the practice of public relations, as well as the laws and regulations pertinent to their clients.

❖ **Professionalism**

A member shall:

- I. Actively pursue personal professional development.
- II. Provide a realistic assessment of the potential accomplishments of public relations activities.
- III. Offer counsel to colleagues regarding ethical decision-making.
- IV. Decline representation of clients or organisations that advocate for or necessitate actions contrary to this code.
- V. Refrain from engaging in irrelevant or unsubstantiated personal criticism.

I hereby commit to upholding the aforementioned MEPRA Code of Conduct.