MEPRA Code of Conduct

1. 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

2. Balancing Openness and Privacy
A member shall:
i. Promote open communication in the public interest wherever possible.
   ii. Respect the rights of others to have their say
   iii. Be prepared to name clients or employers represented and the sponsors for causes and interests represented
   iv. Safeguard the confidences and privacy rights of present, former and prospective clients and employers

3. Conflicts of Interest
A member shall:
i. Disclose promptly any existing or potential conflict of interest to affected clients or organizations
   ii. Disclose any client or business interest in published or broadcast editorial work

4. Law Abiding
A member shall:
i. Abide by the laws affecting the practice of public relations and the laws and regulations affecting the client

5. Professionalism
A member shall:
i. Actively pursue personal professional development
   ii. Explain realistically what public relations activities can accomplish.
   iii. Counsel colleagues on ethical decision-making.
   iv. Decline representation of clients or organizations that urge or require actions contrary to this code
   v. Not engage in irrelevant or unsubstantiated personal criticism

__________________________ of __________________________ shall commit the above MEPRA code of conduct.
(full name) (organisation name)

__________________________
Signature

__________________________
Date