



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.

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

Signature

Date