Unit 15 : PUBLIC RELATIONS CODE OF CONDUCT

UNIT STRUCTURE

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15.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- understand the fact that Public Relations is a profession that comes with its own set of responsibilities towards the society as a whole.
- what are the codes of conduct and ethics as formulated and adopted by pioneering Public Relations Societies and Associations across the world.
- know how these Codes of Conduct and Ethics are being followed across the world giving credibility to the professionals of Public Relations.

15.2 INTRODUCTION

The father of modern Public Relations 'Edward L. Barneys' defines Public Relations as " Public Relations is an attempt by information, persuasion and adjustment, to engineer public support for an activity, cause, movement or an institution." Hence, to gain Public support, and to retain it,

an atmosphere of trust and credibility needs to be built by Public Relations professionals, and that is possible with certain codes conduct and ethics followed and practiced for the larger good. An environment of trustworthiness is the way towards fulfilling the purpose of Public Relations and Code of Ethics stands as the base for such an environment all through.

15.3 PRINCIPLES AND ETHICS IN PUBLIC RELATIONS

Public Relations has remained a very crucial part of civilised human society since ages.

The whole concept of society, where people came together to live as a group and nurture their skills to ensure a better livelihood, rather than continue wandering as hunters in small groups, was possible perhaps due to their realisation for developing relations with each other. Mutual trust building and interdependence for day to day living needed good public relations.

At initial stages the business and social relations were more about one to one communication, but with the industrial revolution and growth of pluralistic society with different class of people with varied interests and more organised Governments, mass media began using Public Relations as a strong tool for growth.Private and Public organisations began to depend on good relations with their publics, whose opinion mattered to their reputation. Here began the concern for ethics and principles in Public relations.

The Macmillan dictionary defines **Principle** as a basic belief, theory or rule that has a major influence on the way in which something is done; and defines **Ethics** as a set of principles that people use to decide what is right and what is wrong.

The Concern for Ethics and Principles in Public Relations began in the US in the 19th Century with the Press indulging in sensationalism and other unethical means to generate publicity. This concerned the stalwarts of Public Relations like Edward Barney's and Ivy Lee.

In 1905, Ivy Lee's **'Declaration of Principles'** has been called the starting point of modern public relations.

Few Principles followed by PR professionals:

1. Honesty
2. Patience in listening.
3. Transparency.
4. Able to distinguish between factual news and fake information.
5. Accountability.
6. Proving with Action.
7. Understanding your Public well.



CHECK YOUR PROGRESS

Q. 1. Who is know as the father of Public Relation?

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15.3.1 SPJ CODE OF ETHICS

SPJ (Society of Professional Journalists) Code of Ethics

The Society of Professional Journalists (SPJ) is of the view that ethical journalism is essential for enlightenment of the public, which in turn acts as the harbinger of justice and the foundation of democracy. Hence, journalism should value integrity and strive to ensure information dissemination that is accurate, fair and thorough.

The Society has declared four principles as the foundation of ethical journalism and has been encouraging their use in its practice by all media professionals. The SPJ Code of Ethics is a statement of abiding principles and a guide that encourages all in the field of journalism to take responsibility for the information they provide, regardless of the medium.

The Code of Ethics by SPJ:

1. Seek Truth andReport It

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information. Journalists should:

- Take the responsibility of their work, be accurate and verify information before releasing it, and use original sources as far as possible.
- Never misrepresent or oversimplify any information and provide context.
- Throughout the life of a news story, as one continues to report on it, gather correct information.
- Be cautious while making any promise to anyone, as you need to keep promises.
- Identify sources clearly and judge their motive well before promising anonymity.
- Explain why anonymity was granted.
- Be diligent in seeking subjects of news coverage to be able to allow them to respond to criticism.
- Avoid undercover or other surreptitious methods of gathering information, unless traditional methods are not able to gather the accurate information.
- Give voice to the voiceless and remain courageous in holding those with power also accountable.
- Support open and civil exchange of views and ensure that the public's business is conducted in open.
- Always remember your obligation to serve as a watchdog.
- Provide access to source material when relevant and appropriate.
- Never distort facts or plagiarize.

2. Minimize Harm

Ethical journalism treats sources, subjects, colleagues and members of the public as human beings deserving of respect. Journalists should:

- Balance the public's need for information against potential harm or discomfort and remember, pursuit of the news is not a license for arrogance or undue intrusiveness.
- Show compassion for those who may be affected by news coverage. Use heightened sensitivity when dealing with juveniles, victims of sex crimes, and sources or subjects who are inexperienced or unable to give consent. Consider cultural differences.
- Recognize that legal access to information differs from an ethical justification to publish or broadcast.
- Weigh the consequences of publishing or broadcasting personal information of common people.
- Balance a suspect's right to a fair trial with the public's right to know. Consider the implications of identifying criminal suspects before they face legal charges.
- Consider the long-term implications of publication and provide updated and more complete information as appropriate.

3. Act Independently

The highest and primary obligation of ethical journalism is to serve the public.

Journalists should:

- Avoid conflicts of interest, real or perceived.
- Protect integrity and impartiality. Refuse gifts and favours of any kind.
- Be wary of sources offering information for favors or money
- Deny favored treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage.
- Distinguish news from advertising

4. Be Accountable and Transparent

Ethical journalism means taking responsibility for one's work and

explaining one's decisions to the public.

Journalists should:

- Explain ethical choices and processes to audiences. Encourage a civil dialogue with the public about journalistic practices, coverage and news content.
- Respond fairly to questions about accuracy, clarity and fairness.
- Acknowledge mistakes and correct them promptly.
- Expose unethical conduct in journalism, including within their organizations.
- Abide by the same high standards they expect of others.

15.3.2 CODE OF PROFESSIONAL STANDARDS (PUBLIC RELATIONS SOCIETY OF AMERICA)

PRSA Code of Ethics: Preamble

This Code applies to PRSA members. The Code is designed to be a useful guide for PRSA members as they carry out their ethical responsibilities. This document is designed to anticipate and accommodate, by precedent, ethical challenges that may arise. The scenarios outlined in the Code provision are actual examples of misconduct. More will be added as experience with the Code occurs.

The Public Relations Society of America (PRSA) is committed to ethical practices. The level of public trust PRSA members seek, as we serve the public good, means we have taken on a special obligation to operate ethically.

The value of member reputation depends upon the ethical conduct of everyone affiliated with the Public Relations Society of America. Each of us sets an example for each other – as well as other professionals – by our pursuit of excellence with powerful standards of performance, professionalism, and ethical conduct.

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 fails to comply with the Code.

Ethical practice is the most important obligation of a PRSA member. We view the Member Code of Ethics as a model for other professions, organizations, and professionals.

PRSA Member Statement of Professional Values

This statement presents the core values of PRSA members and, more broadly, of the public relations profession. These values provide the foundation for the Member Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

ADVOCACY

We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

HONESTY

We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

EXPERTISE

We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

INDEPENDENCE

We provide objective counsel to those we represent. We are accountable for our actions.

LOYALTY

We are faithful to those we represent, while honoring our obligation to serve the public interest.

FAIRNESS

We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.

PRSA Code Provisions of Conduct

FREE FLOW OF INFORMATION

Core Principle Protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.

Intent:

- To maintain the integrity of relationships with the media, government officials, and the public.
- To aid informed decision-making.

Guidelines:

A member shall:

- Preserve the integrity of the process of communication.
- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the practitioner is responsible.
- Preserve the free flow of unprejudiced information when giving or receiving gifts by ensuring that gifts are nominal, legal, and infrequent.

Examples of Improper Conduct Under this Provision:

- A member representing a ski manufacturer gives a pair of expensive racing skis to a sports magazine columnist, to influence the columnist to write favorable articles about the product.
- A member entertains a government official beyond legal limits and/or in violation of government reporting requirements.

COMPETITION

Core Principle Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.

Intent:

- To promote respect and fair competition among public relations professionals.
- To serve the public interest by providing the widest choice of practitioner options.

Guidelines:

A member shall:

- Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.
- Preserve intellectual property rights in the marketplace.

Examples of Improper Conduct under this provision:

- A member employed by a “client organization” shares helpful information with a counseling firm that is competing with others for the organization’s business.
- A member spreads malicious and unfounded rumors about a competitor in order to alienate the competitor’s clients and employees in a ploy to recruit people and business.

DISCLOSURE OF INFORMATION

Core Principle Open communication fosters informed decision making in a democratic society.

Intent:

To build trust with the public by revealing all information needed for responsible decision making.

Guidelines:

A member shall:

- Be honest and accurate in all communications.
- Act promptly to correct erroneous communications for which the member is responsible.
- Investigate the truthfulness and accuracy of information released on behalf of those represented.
- Reveal the sponsors for causes and interests represented.
- Disclose financial interest (such as stock ownership) in a client's organization.
- Avoid deceptive practices.

Examples of Improper Conduct Under this Provision:

- Front groups: A member implements "grass roots" campaigns or letter-writing campaigns to legislators on behalf of undisclosed interest groups.
- Lying by omission: A practitioner for a corporation knowingly fails to release financial information, giving a misleading impression of the corporation's performance.
- A member discovers inaccurate information disseminated via a website or media kit and does not correct the information.
- A member deceives the public by employing people to pose as volunteers to speak at public hearings and participate in "grass roots" campaigns.

SAFEGUARDING CONFIDENCES

Core Principle Client trust requires appropriate protection of confidential and private information.

Intent:

To protect the privacy rights of clients, organizations, and individuals by safeguarding confidential information.

Guidelines:

- A member shall: Safeguard the confidences and privacy rights of present, former, and prospective clients and employees.
- Protect privileged, confidential, or insider information gained from a client or organization.
- Immediately advise an appropriate authority if a member discovers that confidential information is being divulged by an employee of a client company or organization.

Examples of Improper Conduct Under This Provision:

- A member changes jobs, takes confidential information, and uses that information in the new position to the detriment of the former employer.
- A member intentionally leaks proprietary information to the detriment of some other party.

CONFLICTS OF INTEREST

Core Principle Avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers, and the publics.

Intent:

- To earn trust and mutual respect with clients or employers.
- To build trust with the public by avoiding or ending situations that put one's personal or professional interests in conflict with society's interests.

Guidelines:

A member shall:

- Act in the best interests of the client or employer, even subordinating the member's personal interests.
- Avoid actions and circumstances that may appear to compromise good business judgment or create a conflict between personal and professional interests.
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations.
- Encourage clients and customers to determine if a conflict exists after notifying all affected parties.

Examples of Improper Conduct Under This Provision:

- The member fails to disclose that he or she has a strong financial interest in a client's chief competitor.
- The member represents a "competitor company" or a "conflicting interest" without informing a prospective client.

ENHANCING THE PROFESSION

Core Principle Public relations professionals work constantly to strengthen the public's trust in the profession.

Intent:

- To build respect and credibility with the public for the profession of public relations.
- To improve, adapt and expand professional practices.

Guidelines:

A member shall:

- Acknowledge that there is an obligation to protect and enhance the profession.
- Keep informed and educated about practices in the profession to ensure ethical conduct.
- Actively pursue personal professional development.

- Decline representation of clients or organizations that urge or require actions contrary to this Code.
- Accurately define what public relations activities can accomplish.
- Counsel subordinates in proper ethical decision making.
- Require that subordinates adhere to the ethical requirements of the Code.
- Report practices that fail to comply with the Code, whether committed by PRSA members or not, to the appropriate authority.

Examples of Improper Conduct Under This Provision:

- A PRSA member declares publicly that a product the client sells is safe, without disclosing evidence to the contrary.
- A member initially assigns some questionable client work to a non-member practitioner to avoid the ethical obligation of PRSA membership.

PRSA Member Code of Ethics Pledge

I pledge:

To conduct myself professionally, with truth, accuracy, fairness, and responsibility to the public; To improve my individual competence and advance the knowledge and proficiency of the profession through continuing research and education; And to adhere to the articles of the Member Code of Ethics 2000 for the practice of public relations as adopted by the governing Assembly of the Public Relations Society of America.

I understand and accept that there is a consequence for misconduct, up to and including membership revocation.

And, I understand that those who have been or are sanctioned by a government agency or convicted in a court of law of an action that fails to comply with the Code may be barred from membership or expelled from the Society.

15.3.3 INTERNATIONAL CODE OF ETHICS (INTERNATIONAL PUBLIC RELATIONS ASSOCIATION)

The **International Public Relations Association** has always aimed to create an ethical climate for those in the profession of Public Relations. The IPRA Code of Conduct was adopted in 2011 and is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide.

The Code consolidates the 1961 Code of Venice, the 1965 Code of Athens and the 2007 Code of Brussels:

(a) RECALLING the Charter of the United Nations which determines "to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person";

(b) RECALLING the 1948 "Universal Declaration of Human Rights" and especially recalling Article 19;

(c) RECALLING that public relations, by fostering the free flow of information, contributes to the interests of all stakeholders;

(d) RECALLING that the conduct of public relations and public affairs provides essential democratic representation to public authorities;

(e) RECALLING that public relations practitioners through their wide-reaching communication skills possess a means of influence that should be restrained by the observance of a code of professional and ethical conduct;

(f) RECALLING that channels of communication such as the Internet and other digital media, are channels where erroneous or misleading information may be widely disseminated and remain unchallenged, and therefore demand special attention from public relations practitioners to maintain trust and credibility;

(g) RECALLING that the Internet and other digital media demand special care with respect to the personal privacy of individuals, clients, employers and colleagues;

In the conduct of public relations practitioners shall:

1. Observance

Observe the principles of the UN Charter and the Universal Declaration of Human Rights;

2. Integrity

Act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the practitioner comes into contact;

3. Dialogue

Seek to establish the moral, cultural and intellectual conditions for dialogue, and recognise the rights of all parties involved to state their case and express their views;

4. Transparency

Be open and transparent in declaring their name, organisation and the interest they represent;Consolidated (IPRA Code of Conduct 2011 page 2 of 3)

5. Conflict.

Avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur;

6. Confidentiality

Honour confidential information provided to them;

7. Accuracy

Take all reasonable steps to ensure the truth and accuracy of all information provided;

8. Falsehood

Make every effort to not intentionally disseminate false or misleading

information, exercise proper care to avoid doing so unintentionally and correct any such act promptly;

9. Deception

Not obtain information by deceptive or dishonest means;

10. Disclosure

Not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest;

11. Profit

Not sell for profit to third parties copies of documents obtained from public authorities;

12. Remuneration

Whilst providing professional services, not accept any form of payment in connection with those services from anyone other than the principal;

13. Inducement

Neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders;

14. Influence

Neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders;

15. Competitors

Not intentionally injure the professional reputation of another practitioner;

16. Poaching

Not seek to secure another practitioner's client by deceptive means;

17. Employment

When employing personnel from public authorities or competitors take care to follow the rules and confidentiality requirements of those organisations;

18. Colleagues

Observe this Code with respect to fellow IPRA members and public relations practitioners worldwide. (Consolidated "IPRA Code of Conduct" 2011 page 3 of 3)

15.3.4 CODE OF ATHENS

In 1965, the International Public Relations Association (IPRA) adopted the International Code of Ethics, which became known as the Code of Athens (IPRA, 2001). The Code was authored by Lucien Matrat, a French public relations pioneer, and reflected a hopeful, post-World War 2 ethical framework with its strong linkage to the United Nation's Universal Declaration of Human Rights of 1948 (IPRA, 1994).

The Code of Athens

CONSIDERING that all member countries of the United Nations Organisation have agreed to abide by its Charter which reaffirms "its faith in fundamental human rights, in the dignity and worth of the human person" and that having regard to the very nature of their profession, public relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Charter.

CONSIDERING that, apart from "rights", human beings not only have physical or material needs but also intellectual, moral and social needs, and that their rights are of real benefit to them only

insofar as these needs are essentially met.

CONSIDERING that, in the course of their professional duties and depending on how these duties are performed, public relations practitioners can substantially help to meet these intellectual, moral and social needs.

And lastly, CONSIDERING that the use of techniques enabling them to come simultaneously into contact with millions of people gives public relations practitioners a power that has to be restrained by the observance of a strict moral code.

On all these grounds, the PRII hereby declares that it accepts as its moral charter the principles of the following Code of Ethics and that if, in the light of evidence submitted to the Council, a member of the Institute should be found to have infringed this Code in the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty.
Accordingly, each member of the PRII:

Shall endeavour:

- To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under the Universal Declaration of Human Rights
- To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he/she is being kept informed, and also give him an awareness of his/her own personal involvement and responsibility, and of his/her solidarity with other members
- To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he/she comes into contact
- To bear in mind that because of the relationship between his/her profession and the public, his/her conduct - even in private

- will have an impact on the way in which the profession as a whole is appraised

Shall undertake:

- To observe, in the course of his/her professional duties, the moral principles and rules of the Universal Declaration of Human Rights
- To pay due regard to, and uphold, human dignity, and to recognise the right of each individual to judge for his/herself
- To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognise the fight of the parties involved to state their case and express their views
- To act, in all circumstances, in such a manner as to take account of the respective interests of the parties involved: both the interests of the organisation which he/she serves and the interests of the publics concerned
- To carry out his/her undertaking and commitments, which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his/her clients or employers, past or present, and of all the publics that are affected by his/her actions

Shall refrain from:

- Subordinating the truth to other requirements
- Circulating information which is not based on established and ascertainable facts
- Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity
- Using any manipulative methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them

15.3.5 CODE OF ETHICS IN INDIA

Public Relations Society of India adopted the International Code of Ethics for Public Relations at its 1st National Conference at New Delhi on April 21, 1968.

Considering that all Member countries of the United Nations Organisation have agreed to abide by its Charter which reaffirm "its faith in fundamental human rights, in the dignity and worth of the human person" and that have regard to the very nature of their profession, Public Relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Charter, Considering that apart from "rights", human beings have not only physical or material needs but also intellectual, moral and social needs, and that their rights are of real benefit to them only insofar as these needs are essentially met, Considering that, in the course of their professional duties and depending on how these duties are performed, Public Relations practitioners can substantially help to meet these intellectual, moral and social needs, And lastly, Considering that the use of techniques enabling them to come simultaneously into contact with millions of people gives Public Relations practitioners a power that has to be restrained by the observance of strict moral code. On all these grounds, the Public Relations Society of India hereby declares that it accepts, as its moral charter the principle of the following Code of Ethics, and that if, in the light of evidence submitted to the Society, a member of this Society should be found to have infringed this Code in the course of his professional duties, he will be deemed to be guilty of serious misconduct calling for an appropriate penalty. Accordingly, each Member of this Society, Shall Endeavor:

1. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under the "Universal Declaration of Human Rights";

2. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed, and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members;
3. To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact;
4. To bear in mind that, because of the relationship between his profession and the public, his conduct – even in private – will have an impact on the way in which the profession as a whole is appraised;

Shall Undertake

1. To observe, in the course of his professional duties, the moral principles and rules of the "Universal Declaration of Human Rights";
2. To pay due regard to, and uphold, human dignity, and to recognize the right of each individual to judge for himself;
3. To establish the moral, psychological and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views;
4. To act, in all circumstances in such a manner as to take account of the respective interest of the parties involved: both the interests of the organisation which he serves and the interests of the public concerned;
5. To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstanding, and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employers, past or present, and of all the public's that are affected by his actions;

Shall Refrain From

1. Subordinating the truth to other requirements;
2. Circulating information which is not based on established and ascertainable facts;
3. Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity;
4. Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.



CHECK YOUR PROGRESS

Q. 2. When was the IRPA Code of Conduct adopted?

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Q. 3. Who Authored the Code of Athens?

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15.4 LET US SUM UP

- The father of modern Public Relations ‘Edward L. Barneys’ defines Public Relations as “ Public Relations is an attempt by information, persuasion and adjustment, to engineer public support for an activity, cause, movement or an institution.”
- Public Relations has remained a very crucial part of civilised human society since ages.
- **The Macmillan** dictionary defines **Principle** as a basic belief, theory or rule that has a major influence on the way in which something is done; and defines **Ethics** as a set of principles that people use to decide what is right and what is wrong.

- The Concern for Ethics and Principles in Public Relations began in the US in the 19th Century with the Press indulging in sensationalism and other unethical means to generate publicity. This concerned the stalwarts of Public Relations like Edward Barney's and Ivy Lee.
- In 1905, Ivy Lee's **'Declaration of Principles'** has been called the starting point of modern public relations and "the public be informed era".

Few Principles followed by PR professionals:

- Honesty
- Patience in listening.
- Transparency.
- Able to distinguish between factual news and fake information.
- Accountability.
- Proving with Action.
- Understanding your Public well.

- **Code of Ethics by SPJ are:**
  Seek Truth and Report It; Minimize Harm; Act Independently; Be Accountable and Transparent
- **PRSA Member Statement for Professional Values states**
  Advocacy, Honesty, Expertise, Independence, Loyality, Fairness, Free Flow of Information, Competition, Disclosure of Information, Safeguarding Confidences, Conflicts of Interest, Enhancing the Profession.
- **IPRA Code of Conduct for Professional**s
  1. Observance
  2. Integrity
  3. Dialogue
  4. Transparency
  5. Conflict.
  6. Confidentiality
  7. Accuracy
  8. Falsehood
  9. Deception

10. Disclosure
11. Profit
12. Remuneration
13. Inducement
14. Influence
15. Competitors
16. Poaching
17. Employment
18. Colleagues

- **Code of Athens**

CONSIDERING that all member countries of the United Nations Organisation have agreed to abide by its Charter which reaffirms "its faith in fundamental human rights, in the dignity and worth of the human person" and that having regard to the very nature of their profession, public relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Charter.

CONSIDERING that, apart from "rights", human beings not only have physical or material needs but also intellectual, moral and social needs, and that their rights are of real benefit to them only insofar as these needs are essentially met.

CONSIDERING that, in the course of their professional duties and depending on how these duties are performed, public relations practitioners can substantially help to meet these intellectual, moral and social needs.

And lastly, CONSIDERING that the use of techniques enabling them to come simultaneously into contact with millions of people gives public relations practitioners a power that has to be restrained by the observance of a strict moral code.

- **PRSI Code of Ethics**

5. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under the "Universal Declaration of Human Rights";

6. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the group feel that he is being kept informed, and also give him an awareness of his own personal involvement and responsibility and of his solidarity with other members;
7. To conduct himself always and in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact;
8. To bear in mind that, because of the relationship between his profession and the public, his conduct – even in private – will have an impact on the way in which the profession as a whole is appraised.



15.5 FURTHER READING

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5. Public Relations Review, Volume 40, Issue 4, November 2014

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https://www.prsa.org

https://www.prii.ie>codes-of-practice

https://www.spj.org>ethicscode

15.6 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1 : Edwards L Barneys.

Ans to Q. No 2 : 2011

Ans to Q. No 2 : Lucien Matrat

15.6 MODEL QUESTIONS

A. Very Short Questions:

Q. 1. Why was the need for Ethics and Principles in Public Relations felt by experts in the field?

Q. 2. Who gave the “Declaration of Principles” for public relations?

Q. 3. Describe few principles of PR professionals.

B. Short Questions (Answer each question in about 150 words):

Q. 1. What is SPJ? What are the four main features of SPJ Code of Ethics?

Q. 2. What does PRSA stand for? State the PRSA Member Statement of Professional Values.

Q. 3. What is Code of Athens? Describe briefly.

Q. 4. What are the Code of Ethics of International Public Relations Associations?

C. Long Questions (Answer each question in about 300-500 words):

Q. 1. The Code of IPRA consolidates the 1961 Code of Venice,1965 Code of Athens and 2007 Code of Brussels. What all does it Recall?

Q. 2. The Code of Ethics of Public Relations Society of India explains what the PR professionals should ‘Undertake’ and ‘Refrain from’. Describe.

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